



IN CALGARY ... DRIVE THE CANADIAN WAY WITH WHITE ROSE GASOLINES



CANADIAN OIL COMPANIES, LIMITE



CALGARY VISITORS' GUIDE

An Annual Publication of

THE CALGARY TOURIST & CONVENTION ASSOCIATION HOSPITALITY CENTRE, MEWATA PARK, CALGARY, ALBERTA, CANADA

Doug Johnson, Manager

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OUR COVER

Created by the artistry of brush and camera to portray "the Living West; past and present". Calgary artist Doug Stephens and photographer Peter Matthews combine to create a scene separated by no more than a life span. The stockades of Fort Calgary are gone . . . the pioneer spirit remains, strong and obvious, in this the home of the people of the Living West.



Welcome to EATON'S in Calgary — where five air-cooled shopping floors are waiting to serve you with wide assortments of merchandise carefully selected from world-wide markets!



OF SPECIAL INTEREST TO VISITORS:

- English Bone China
- Irish Linens
- Trapper Point Blankets
- Fine Furs

- Western Garb
- British Woollens
- Souvenirs
- Delicatessen Products

THESE FACILITIES ARE ALSO AT YOUR SERVICE:

- Valley Room Cafeteria
- Post Office
- Beauty Salon
- Dispensing Pharmacy
- CARPARK five levels of convenient parking, connected to the store by underpass.

Enjoy your visit in Calgary and enjoy your shopping at Eaton's — located on 8th Avenue between 3rd and 4th Streets S.W.

Store hours: 9 a.m. to 5:30 p.m. daily, 9 a.m. to 9 p.m. Thursday and Friday.

DIAL 266-0234

COAST to COAST in CANADA it's EATON'S for FRIENDLY SERVICE
CANADA'S LARGEST MARKETPLACE



You are Welcome Guests

May I, on behalf of The City of Calgary, wish all Travellers and Visitors a Happy Holiday while in our midst.

Do enjoy your stay and come again.

HARRY HAYS, Mayor.

Howdy, Friends!

You're always a welcome guest in our city. To make your visit as completely enjoyable as it can and should be, don't hesitate to drop in at any of our free information centres. The staff will be pleased to provide any literature or accurate information you would like.

LORNE CARR
President
Calgary Tourist & Convention Association





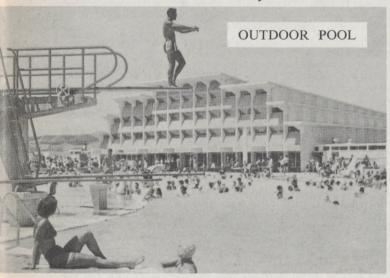
On behalf of the Executive Committee and members of The Calgary Chamber of Commerce, may I, as president, extend to all visitors to Alberta, and especially to the City of Calgary, a hearty western welcome. May your visit be profitable and pleasant, and be sure to come again.

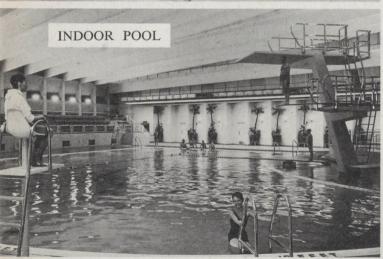
GRANT CARLYLE, President
THE CALGARY CHAMBER OF COMMERCE



5 Miles West on No. I Highway

Over 400 Acres of Beautiful Valley where the whole family can enjoy . . .





SWIMMING INDOOR AND OUTDOOR POOLS WADING POOLS TROUT PONDS GOLF **PONIES** GO KARTS PICNIC SHELTERS BARBECUES PLAYGROUND **FACILITIES** SHUFFLEBOARDS KIDDYLAND RIDES CHECKER **BOARDS** HORSESHOE **PITCHES** ART GALLERY RESTAURANT TRAIL RIDES HAY RIDES

IN WINTER

SKIING SKATING TOBOGGANING INDOOR SWIMMING POOL INFORMATION PH. 288-5222

THE IDEAL SETTING FOR COMPANY BARBECUES • RESERVATIONS ACCEPTED

"Seeing it is Believing it!"

The Story of Calgary

Calgary was born in the summer of 1875. A contingent of the Royal North West Mounted Police set up camp near the confluence of the Bow and Elbow rivers.

The name, Calgary, was chosen by Colonel J. F. Macleod commanding officer of the "mounties." The name originates in Scotland, is Gaelic for "clear running water."

For eight years after the first camp was established, Calgary was only a minor trading post. Fort Walsh and Fort Macleod were the major centres to the south, with Rocky Mountain House active to the north.

Short as the history of Calgary may be, it makes a rich and lusty story. Reverend Father Lacombe was here when the R.N.W.M.P. arrived, already established as a friend of the Cree and Blackfoot Indians. Just to the west of the newly established post, Reverend John MacDougall had a home with the Stony Indians. Overlooking what is now Glenmore Dam, Sam Livingstone had a cabin up, and a vegetable garden growing when the Mounted Police arrived.

It was the buffalo hunters, trappers and whiskey traders who were responsible for the R.N.W.M. Police coming to the west. The country was so wild and lawless, the government at Ottawa formed the special, Red-coated, military unit now famous around the world to bring peace and law to the new territory.

In 1883, The Canadian Pacific Railway crept into Calgary, and the new settlement was on its way. By the end of that year, the population had reached 600.

Even the Riel Rebellion in 1885 did not stunt the growth of the town. By 1889, the C.P.R. had extended a branch line to Edmonton, and the population had risen to nearly 2,000. By 1891, there were 3,876 residents, and the town boasted such amenities as electric lights, and a water system.

A great ranching industry developed, with Calgary as one of the largest centres of cattle marketing. The lush grazing encouraged owners of tremendous herds to move north from the overgrazed United States ranges. A natural result was the beginning of the now huge meat packing industry in the city.

Free homesteads to settlers brought such a rush of pioneers to the area that by 1893 Calgary was granted a charter as a city. Farming joined ranching to give the city a thriving economy. In 1914, when oil was discovered just south, at Turner Valley, a new era of prosperity began.

Through the years, Calgary has continued to grow, now exceeds a quarter of a million population. Ranching, farming, oil and industrial development has continued to give the city and area a sound economy, and the promise of future prosperity.

Warm friendliness and hospitality, a determined tenderness about the past and the bright future blend together to make Calgary a city unique. A city with a history — young but full of dignity.



"CALGARY 1875"



"CALGARY 1963"



2 LOCATIONS



14th Street

AND
Kensington Rd.

PHONE
AT 3-5545

6511 Elbow Drive PHONE AL 5-5292



OUR SPECIALTY:

FRIED HALF CHICKEN CHIPS, 2 CORN FRITTERS AND DOUGH-NUT

A SMALL SERVICE CHARGE WILL DELIVER YOUR CHICKEN
TO ANY LOCATION

TRY OUR ECONOMY PAC:

16 PIECES OF CHICKEN \$3.25 HALF PAC \$2.00

IDEAL FOR PICNICS AND PARTIES
GOOD — HOT OR COLD

FISH & CHIPS — FRIED JUMBO SHRIMPS

COFFEE BAR & DINING SERVICE AT KENSINGTON RD. LOCATION

THE FINEST CHICKEN YOU EVER ATE!!



Calgary's invigorating climate offers moderate rainfall, dry air, light snowfall, moderately cold winters and "Chinook" winds. The latter is a dry westerly wind from the Pacific, which has been known to raise temperature as much as 50 degrees in a few hours. This modifies what might otherwise be extended periods of low temperatures, and reduces snow conditions appreciably.

Low humidity the year around moderates both warm and cold conditions. This provides cool evenings during the warm mid-summer periods. Most people describe Calgary temperature as "exhilarating."

With a yearly average of 6 hours sunshine a day, Calgary has rightfully earned the title — "The Sunshine City."

AVERAGE DAILY MINIMUM AND MAXIMUM TEMPERATURES

	JAN.	FEB.	MAR.	APR.	MAY	JUNE
Minimum	5	6	16	27	37	44
Maximum	26	28	37	52	63	68
	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
Minimum	49	46	39	30	18	9
Mavimum	76	74	C/	54	20	29



North Hill Shoping Centre — 1638 - 14th Ave. N.W. Phone AV 9-5757

- ☆ Located on Trans-Canada Highway to Banff.
- Over 100 open stock patterns of Dinnerware by famous English makers.
- Crystal from England, the Continent, Scandinavia and Canada.

VISIT OUR STORES IN EDMONTON and LETHBRIDGE

- FREE Parking for 2,500 cars.
- Distinctive Gifts of quality and taste to suit all budgets.
- Souvenirs, Costume Jewellery, Bone China Florals, Figurines.
- Experienced packing and shipping to all points in Canada and the U.S.A.



In Calgary It's The

Caravan

- PRIVATE PARKING
- . AIR CONDITIONED
- HI-FI RADIO, TY AND BACK-GROUND MUSIC
- STEAK & RIB HOUSE, LOUNGE, DINING ROOM & COFFEE HOUSE
- BATH AND SHOWER IN EACH

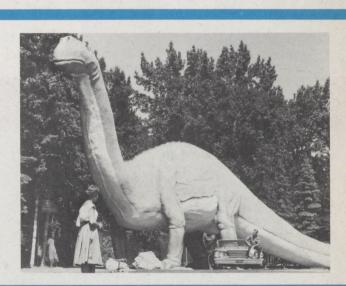
Calgary's Finest

DOWNTOWN MOTOR HOTEL

4th Avenue and 4th Street S.W. — In the Heart of the City Phone AM 3-1010

Also at 104 St. and 100 Ave. (Downtown) Edmonton

Dinny — headliner of 53 full scale models in Calgary's Dinosaur Park.



STATISTICS AT A GLANCE

METROPOLITAN POPULATION (1962)	279,062
ALTITUDE	3,438 feet
AREA, CORPORATE CALGARY, 152 sq. mile	s (97,024 acres)
ANNUAL PRECIPITATION 16.87 inc	hes (5,02 snow)
AVERAGE FROST-FREE PERIOD	110 days
AVERAGE YEARLY SUNSHINE	2,202 hours
AVERAGE YEARLY MEAN TEMPERATURE	40.3 degrees
MOTOR VEHICLES (1962)	118,352
BUILDING PERMITS (1962)	\$87,961,206.00
BANK CLEARINGS (1962)	\$7,123,609,475.00
NUMBER OF CHURCHES	203

NUMBER OF SCHOOLS	131
LIVESTOCK SALES (1962)\$5	8,304,000.00
U.S. CITIZENS IN CALGARY CONSULATE AREA	86,660
U.S. CITIZENS RESIDENT IN CALGARY	38,500
HOTELS	27
ROOMS	
MOTELS AND MOTOR HOTELS	52
UNITS	1,371
ORNAMENTAL PUBLIC PARKS	98
TOTAL PUBLIC PARK AREA	611 acres

More to Enjoy at The Trade Winds



Travellers prefer the Trade Winds Motor Hotel for its sumptuous lounges, its modern swimming pool, and a host of other desired facilities





A portion of the beautiful brewery gardens and trout pools

Downtown Churches

Alliance Church

(Christian Missionary Alliance) 17 Ave. & 1 St. S.W.

Cathedral Church of the Redeemer (Episcopal)
7 Ave. & 1 St. S.E.

Central United Church

(Union of Congregationalists, Methodist and Presbyterian Church in Canada) 7 Ave & 1 St. S.W.

Church of Christ 702 - 15 Ave. S.W.

Church of Jesus Christ of Latter Day Saints

2021 - 17 Ave. S.W.

First Baptist Church 4 St. & 13 Ave. S. W.

First Church of Christ, Scientist 14 Ave. & 6 St. S.W.

First Church of the Nazarene 126 - 14 Ave. S.W.

House of Israel

18 Ave. & Centre St. South

Jehovah's Witnesses Kingdom Hall 1814 - 15 St. S.W.

Knox Presbyterian Church 1220 - 2 St. S. W.

Mount Calvary Lutheran Church 4 Ave. & 3 St. S.W.

Pentecostal Tabernacle 928 - 8 Ave. S.W.

Salvation Army Citadel 1 St. E. & 7 Ave.

St. Mary's Cathedral (Roman Catholic) 18 Ave. & 1 St. S.W.

Seventh-Day Adventists 4 St. & 14 Ave. S.W.



OF CALGARY, LTD.
407 CENTRE STREET SOUTH
CALGARY, ALBERTA

AM 3-0505



Motels

AMYLORNE MOTEL Ph. AL 5-1498 Ten 4-star units. All with kitchens. 3 par golf course for guests. Rates \$7-12.50. 4 miles south of city on No. 2 Highway. R.R.3, Calgary.

ANCHOR MOTEL Ph. AV 9-8457 Fifteen 4-star units. 5 with kitchens. Rates \$6-14. On Trans-Canada Highway in motel village. 1816 - 24 Street N.W.

ARMSTRONG MOTEL Ph. AV 9-4451 Eighteen 4-star units. 13 with kitchens. Rates \$7-12. On Trans-Canada Highway in motel village. Address — 2539 Banff Trail, Calgary, Alberta.

BARCLAY'S MOTEL Ph. AL 5-7706 Seventeen 4-star units, four 3-star units. Nine with kitchens. Rates \$7-14. 2½ miles from city centre. 5307 Macleod Trail, Calgary.

BLUE BIRD MOTEL Ph. CH 3-0393 Sixteen 4-star units. Some with kitchens. Rates \$7-14. On Highway No. 2, south side. 3912 Macleod Tr.

CAVALIER MOTEL Ph. AV 9-0211 Fifty 4-star units. Restaurant. Swimming pool. Rates \$8-18. At junction of Highway 1A and Trans-Canada Highway. 16 Avenue & 21a Street N.W.

FOOTHILLS BUNGALOWS Ph. CH 3-0479 Eight 4-star, six 3-star units. All with kitchens. Rates \$5-9. 2 miles from city centre on No. 2 Hwy. South side. 4630 Macleod Trail, Calgary.

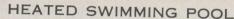
GRADDELL MOTEL Ph. AV 9-1111 Eight 4-star, four 3-star units. Six with kitchens. Rates \$5-9. 6 miles from city centre on No. 1A paved highway. Box 197, Calgary, Alberta.

GREEN GARDENS MOTEL Ph. BR 2-3317 Sixteen 3-star units. All with kitchens. Rates \$6-10. 3 miles from city centre on Highway IA in Forest Lawn. 3211 - 17 Avenue S.E., Forest Lawn. (see Ad Page 14)

HILLCREST MOTEL Ph. CR 7-7566 Eight 4-star, sixteen 3-star units. Most with kitchens. Rates \$5-15. On road to Municipal Airport, close in. 3111 Edmonton Trail, Calgary.

Royal wayne Motel

CALGARY.





FOUR STAR RATING

FREE RADIO - TV - ICE

24-HOUR SWITCHBOARD SERVICE

Forty-two deluxe carpeted units, shower and bath. Panoramic view of the Rockies. 5 blocks west of Simpsons-Sears Shopping Centre. Close to McMahon Stadium and University of Alberta. Convenient dining facilities, launderette, hairdresser.



MEMBER CALGARY TOURIST AND NVENTIC

PHONE AV 9-6651 or WRITE 2416 - 16 AVE. N.W. Right on No. I Trans-Canada Highway CALGARY'S GATEWAY TO BANFF AND LAKE LOUISE Executive Suite, Sample and Meeting Rooms Available

> FREE CONTINENTAL BREAKFAST . . . CHILDREN'S PLAY AREA





Many of Calgary's fine motels feature heated swimming pools for guests.





Enjoy the Pleasant Atmosphere and Comforts

of the Newly Renovated



HOTEL EMPRESS

219 - 6th Ave. S.W., Ph. 262-1141

Your Downtown Family Hotel located next to the Bay Parkade - Rates from \$3.75 and up.

TV, RADIO AND TELEPHONE IN EVERY ROOM.

SAY YOU SAW IT IN THE GUIDE

MOTOR HOTEL Deluxe Accommodations Restful Surroundings PHONE 269-6771 Moderate Rates

ELBOW LODGE MOTOR HOTEL

Across from Stampede Grounds on the Banks of the Elbow River PARK ROAD & 2 STREET S.E., CALGARY

> Dining Lounge with River View

- Cocktail Bar
- Close to City Centre

WHEN IN EDMONTON STOP AT THE GREENBRIER MOTOR HOTEL

10209 - 100 Avenue Phone 424-0841

MACLEOD MOTEL Ph. CH 3-0001

MEADOW MOTEL Ph. AL 5-7101

MT. EISENHOWER MOTOR COURT Ph. AV 9-7393 PARKVIEW MOTEL Ph. AM 2-3556

RAINBOW AUTO COURT Ph. CH 3-3155

RANCH MOTEL Ph. CH 3-2108 ROYAL WAYNE MOTEL Ph. AV 9-6651

STAMPEDE AUTO COURT Ph. CH 3-1009 STADIUM MOTEL Ph. 289-2561

SUNSET MOTEL Ph. AV 9-2101

TRANS-CANADA MOTEL Ph. CR 7-8133

Twenty-two 4-star units. Eighteen kitchens. Rates \$6-12. Two miles from city centre on Highway No. 2, south side. 4337 Macleod Trail.

Eleven 4-star units. Some with kitchens. Rates \$7-14. 15 minutes to city centre on Highway No. 2 south side. 7012 Macleod Trail, Calgary. See Ad P. 19.

Twenty 4-star, four 3-star units, many with Twenty 4-star, four 3-star units, many with kitchenettes. Rates \$7-12. On Highway 1A in northwest Calgary. 2227 Banff Trail, Calgary. 17 - 4 Star, 6 - 3 Star units, 13 with kitchens. Rates \$5 - 15. Close to Stampede Grounds on South entrance to City. 2334 - 2 St. S.E. Three 3-star units. All with kitchenettes. Rates \$6-10. On No. 2 Highway, south side. 7124 Maclead Trail

Macleod Trail.

Nine 4-star units. Rates \$6-12. On Highway No. 2, south side. 5229 Macleod Trail, Calgary. Forty-two 4-star units. Swimming pool. Rates \$7-16. On Trans-Canada Highway west in motel village. 2416 - 16 Avenue N.W. See Ad P. 13.

Twelve 4-star units. Rates \$6-12. Close in on Highway No. 2, south side. 4401 Macleod Trail.

31 New Deluxe units, 6 with kitchens. Rates \$7.50 - 12. On Trans-Canada Highway in Motel Village. 2440 - 16 Ave. N.W. See Ad P. 80.
Thirty-two 4-star units. Some with kitchens.
Rates \$7-10. Located on Trans-Canada Hwy. in
Motel Village. 2112 - 25 Street N.W., Calgary.
21 - 4 Star units, 10 with kitchens. Rates \$8-12. On Trans-Canada Hwy. just East of Cloverleaf. P.O. Box 89 Forest Lawn.

16 Modern Units - Mountain View

GRAAN GARDANS

motel & trailer court

Moderate Rates

15 Minutes to City Centre

Comfort and Privacy

3211 - 17 Ave. S.E., Forest Lawn Calgary Phone BR 2-3317

LLISER

where visitors become carefree guests!

Next time you visit Calgary, enjoy being a guest in every sense of the word—at the Palliser. Traditional Western hospitality and every modern comfort combine to make your stay a pleasant one.

- * Newly decorated and furnished rooms, all with Radio, TV, Bath. Single \$8.00 & up.
- * The Rimrock. Colourful Western decor and the most delightful place to dine in Calgary.
- * Delicious food, featuring tender and juicy Prime Canadian beef served to your preference.
- The "Big Top" Lounge. Gay and lively perfect for pre-dinner refreshments or relaxation any time:
- * Convenient location. Near everything of interest for business or pleasure.
- * Free Parking.
- * For any Business or Social Event, contact our Sales Department - 266-8951



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WORLD'S MOST COMPLETE TRANSPORTATION SYSTEM

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ELBOW LODGE Ph. AM 9-6771

HEPBURN Ph. AL 5-7756

HIGHLANDER Ph. AV 9-1961

STAMPEDER Ph. CH 3-5531

TRADE WINDS Ph. AL 2-2211

THE WESTGATE Ph. 249-3181

60 4-star units. Swimming pool. 16 Ave. & 8 Str. N.E., Calgary. See Ad. P. 16.

Eighty-nine 4-star units. Restaurant. Cocktail lounge. 414 - 4 Avenue S.W. See Ad P. 9

Sixty-five 4-star units. Restaurant. Cocktail lounge. 16 Avenue & 21 Street N.E. See Ad P. 19.

Seventy 4-star units. Restaurant. Cocktail lounge. Park Road & 2 Street S.E. See Ad P. 14.

Forty-five 4-star units. Restaurant. Cocktail lounge. 5809 Macleod Trail.

One Hundred 4-star units. Swimming pool. Restaurant. Cocktail lounge. 16 Avenue and 17 Street N.W. See Ad P. 18.

Sixty 4-star units, Swimming pool, Restaurant, Cocktail lounge. 3828 Macleod Trail. See Ad P. 16.

50 units, all with private bath. Dining and Cocktail rooms. Rates \$5.50 and up. 66 Ave. & Macleod Trail. See Ad P. 10.

40 - 4 Star units. Swimming Pool, Dining Room, Cocktail Lounge. 1111 - 33 St. S.W. See Ad P. 80.





COFFEE SHOP

COCKTAIL BAR

GEORGIAN TERRACE
LICENSED LOUNGE

50 Rooms with Bath and Telephone — Moderate Rates

3828 MACLEOD TRAIL

TEL. CH 3-5531

No. 2 HIGHWAY SOUTH (1 Mile S. of STAMPEDE GOUNDS)

Hotels

ALEXANDRA HOTEL Ph. AM 6-4671

BEACON HOTEL Ph. CR 7-7531

BOWNESS HOTEL Ph. BU 8-4421

CARLTON HOTEL Ph. AM 2-4651

CECIL HOTEL Ph. AM 6-2982

EMPRESS HOTEL Ph. AM 2-1141

IMPERIAL HOTEL Ph. AM 2-2556 108 rooms. 10 with private bath. Rates \$2 and up. Address 225 - 9 Avenue S.E.

40 rooms. All with private bath, dining and cocktail rooms. Rates \$6 and up. Centre Street & 16 Avenue N.W. See AD - P. 123.

24 rooms. All with private bath. Dining room. 15 minutes from downtown Calgary. 6404 Bowness Road, Bowness, Alta. See AD - P. 119.

98 rooms. 50 with private bath. Coffee shop. Rates \$3.75 and up. Across from CPR station. Ninth Avenue S.W.

57 rooms, 2 with private bath. Coffee shop. Rates \$2.50 and up. 4th Ave. & 2nd St. S.E.

93 rooms, 29 with private bath. Coffee shop and dining room. Rates \$3.25 and up. 219 - 6 Avenue S.W. See AD - P. 13.

60 rooms, 4 with private bath. Rates \$2.00 and up. 9 Avenue & 2 Street S.E.

the New

AMBASSADOR MOTEL

"Calgary's Finest"

60 DELUXE UNITS

NEAR GOLF COURSE

5 MINS. TO DOWNTOWN

HEATED SWIMMING POOL

• 100% FIREPROOF

TELEPHONES

FREE TV

SOME KITCHENETTES

Owned and operated by Mike and Jean Perozni

LOCATED ON TRANS-CANADA HIGHWAY

802 - 16th AVE. N.E.

PHONE 276-2271

BEAUTIFUL NEW COFFEE SHOP AND DINING ROOM





the highlander MOTOR HOTEL

"A Place Ye Canna Forget" YOU'LL ENJOY YOUR STAY AT

Calgary's Newest Motor Hotel
Rates from \$7.50 — Ph. Av 9-1963
On The Trans-Canada Highway — 16th Ave. - 17th St. N.W.

Hotels

PALLISER HOTEL Ph. A.M. 6-8621

HOTEL ROYAL Ph. AM 2-9595

ST. LOUIS HOTEL Ph. AM 2-6341

HOTEL ST. REGIS Ph. AM 2-4641

VICTORIA HOTEL Ph. AM 2-3971

HOTEL WALES Ph. AM 6-1031

HOTEL YORK Ph. AM 2-5585

HOMESTEAD HOTEL Banff

TIMBERLINE HOTEL Banff 460 rooms. 400 with private bath. Dining and cocktail rooms. Rates \$7.00 and up. Ninth Avenue S.W. See Ad P. 15.

104 rooms. 84 with private bath. Dining and cocktail rooms. Rates \$5.00 and up. 8 Avenue & 2 Street S.W.

48 rooms. 7 with private bath. Coffee shop, cocktail bar. Rates \$2.00 up. 430 - 8 Ave. S.E., Calgary.

100 rooms. 50 with private bath. Rates \$3.50 and up. 124 - 7 Avenue S.E.

39 rooms. 11 with bath. Rates \$3 and up. 121a - 8 Ave. S.E.

179 rooms. 165 with bath. Dining and cocktail rooms. Rates \$6.00 and up. 2 Street & 7 Avenue S.W. See Ad P. 127.

180 rooms. All with bath. Dining and cocktail rooms. Rates \$5.50 and up. Centre Street South and 7 Avenue.

Accommodates 135. Rates \$4 - \$9. Dining room — Summer only. Address Banff. Ph. PO 2-2151.

72 rooms. Dining room. Cocktail lounge. Open all year. Address Banff. Ph. PO 2-2281.

HOTEL YORK

Calgary's Friendly Hotel

AMBER DINING ROOM

Featuring the house specialty
ROAST PRIME RIB OF ALBERTA BEEF

- Crystal Lounge
 - 180 Rooms with Bath or Shower
 - Free On Premises Parking

7th Ave. Centre St. AM. 2-5585 E. R. Wilson Manager

CROSSROADS

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HOTEL

ALBERTA

. 65 SPARKLING NEW ROOMS

COMBINATION TUB AND SHOWER BATHS

ROOM TELEPHONES CHILDREN'S PLAYGROUND

TWIN AND DOUBLE BEDS

TV.

RESTAURANT . . . COFFEE SHOP . . . SWIMMING POOL

Dine and Dance Nightly

"GAY 90's LOUNGE"

At Junction of Highways 1 and 2 at East Entrance to City

For Reservations

2120 - 16th AVE., N.E. CALGARY -- TEL .: CR. 7-0161 BEST WESTERN & A.A.A.

Trailer Courts

ARMSTRONG MOTEL Ph. AV 9-4451

BLUE BIRD MOTEL Ph. CH 3-0393 BOW BEND

TRAILER COURT Ph. BU 8-2161 CLOVER LEAF

TRAILER PARK Pho. CH 7-8352

KINGSLAND MOBILE HOME COURT Ph. AL 5-5295

RAINBOW MOTEL Ph. CH 3-3155

GREEN GARDENS AUTO COURT & TRAILER PARK

Ph. BR 2-3317

10 stalls. All services 2539 Banff Trail 16 stalls. All services 3912 Macleod Trail 50 stalls. All services 5227 - 13 Avenue N.W., Montgomery, Alta.

56 stalls. All services 16 Avenue & 19 Street N.E.

115 stalls. All services 75 Avenue & Macleod Trail

12 stalls. All services 7124 Macleod Trail 65 stalls. All services 3211 - 17 Avenue S.E., Forest Lawn, Alta. See Ad P. 14

Camp Grounds

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CAMPGROUND

150 tents. All services. Adjacent to Natural History Park.

Tenting facilities under trees adjacent to Bow River. 5227 - 13 Avenue N.W., Montgomery, Alberta.

20 miles south of Calgary on Sheep River.

Meadow Motel

7012 MACLEOD TRAIL

11 Units — TV — A.A.A. and C.A.A. Approved Owner operated — Dave Johnston TELEPHONE AL 5-7101



Service Clubs

ACTIVE 20-30 CLUB

6:30 p.m. — Tuesdays Carolina Restaurant Sid Brewer, President

AV 9-2411

AD AND SALES CLUB

12:15 p.m. — Alternate Thursdays Palliser Hotel George Brown, President, AM 2-1210

B'NAI B'RITH

8:30 p.m. — first Tuesday each month House of Isreal Hi Sheinen AM 6-7171

DOWNTOWN COSMOPOLITANS

6:15 p.m. Mondays Carolina Restaurant 6:15 p.m. Tuesdays Hepburn Motor Hotel Shawn Wynes, President, AM 6-8651

GYRO CLUB

12:15 p.m. Wednesdays Palliser Hotel R. Newport, President 263-5475

IAYCEES

5:30 p.m. Alternate Mondays Hotel Stampeder Don Thomas, President CH 9-9101

KINSMEN

6:30 p.m. — Alternate Thursdays Al San Club Ed Roberts, President — AM 2-1171

KIWANIS (Downtown)

12:30 p.m. — Mondays Palliser Hotel Morris Kerr, President AM 2-2900

KIWANIS (6 others)

For information call: Mrs. Helen Rogerson AM 2-2900

Y'S MEN'S CLUB

6:15 p.m. — Tuesday, YMCA R. Seller, President AM 3-4700

QUOTA CLUB

Evenings — first and third Tuesday Allied Arts Centre Miss Muriel Paterson, President 252-3155

KNIGHTS OF THE ROUND TABLE

12:15 p.m. — Tuesday York Hotel Dr. A. C. Steeves, President AM 2-1903

LIONS (Downtown)

12:15 p.m. — Wednesday
Palliser Hotel
D. E. Gray, President
For information:
Call D. Anderson AM 2-4274

LIONS (6 others)

For information: Call D. Anderson AM 2-4274

NATIONAL SALES EXECUTIVES

6:00 p.m. — Second Mondays Palliser Hotel Bill Muir, President AM 3-1230

ROTARY (Downtown)

12:15 p.m. — Tuesdays Palliser Hotel Holland Cameron, President AM 6-3349

ROTARY (Manchester)

12:15 p.m. — Thursday Fort Calgary F. McLaughlin, President, BR 3-1574

ROTARY (North Calgary)

12:15 p.m. — Monday The Highlander Dan O'Byrne, President AT 3-0506

SOROPTIMISTS

For information call AM 6-2316

OPTIMISTS (Downtown)

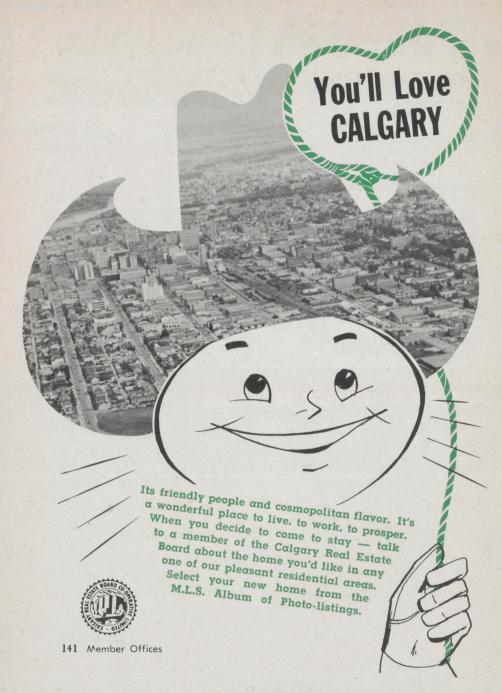
12:15 p.m. — Thursdays Al San Club Bob Nash, President AM 3-6765

OPTIMISTS (3 others)

For information call Mrs. Tillisch AM 3-7880

TOASTMASTERS (8 Clubs)

For information call
District Governor
Peter Podmaroff AV 9-7450

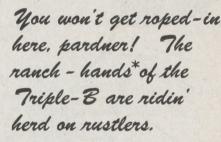


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Martinique Bridge Studio Club 817 - 7 Ave. S.W. AM 9-2061 S.P.E.B.S.Q.S.A. 421 - 12 Street N.W. AM 3-0781 Evenings CH 3-4500 Elks B.P.O.E. Club 114 - 7 Avenue S.W. AM 6-5510 Canadian Legion, BESL No. 1 AM 6-5388 116 - 7 Avenue S.E. Calgary Philatelic Society Sam Nickle 263-3255 Calgary Coin Association James C. L'Herault AM 3-3464 Calgary Bird Club E. D. Beacham CH 9-5811 Calgary Fish & Game Ass'n. Stan Henders CR 7-4929 Better Business Bureau AM 9-3905 611B - 7 Avenue S.W. Calgary Philharmonic Society 3rd Floor, Hudson's Bay Co. AM 2-6984 North American Genealogical Society C. Mount CH 3-7088 Canadian Red Cross Society 266-1066 1504 - 1 Street S.E. Junior League of Calgary AL 5-0003 Mrs. R. M. Jefferies S.P.C.A. CR 7-4097 115 - 35 Ave. N.E. Y.M.C.A. AM 9-6701 332 - 6 Avenue S.W. Y.W.C.A. 223 - 12 Ave. S.W. AM 3-1550 Calgary Zoological Society St. George's Island BR 3-2031 Alberta Hereford Association Reuben Hamm — Sect'y. See Ad P. 47 2415 - 34 Ave. N.W. 289-6882 Calgary Sports Car Club AM 9-6711 Lionel Cook Alberta Pioneer Auto Club Ed Pargee CH 4-3532 Alberta Arms & Cartridge Collectors Assn. President -- Larry Jones AL 5-4396 AM 6-3582 A. M. Millar Royal Canadian Air Force Ass'n. Fred Way AM 6-6051



Western hospitality and a square deal are traditions in Calgary. Community-spirited business helps maintain these traditions through its Better Business Bureau.

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AMherst 9-3905



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THE IVORY LOUNGE & DINING LOUNGE

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BANQUET FACILITIES UP TO 100 PERSONS FREE PARKING





It was 1914 when Calgary first knew of the black gold. It was then that the Turner Valley Oilfields, 38 miles southwest of Calgary, came into production. Since then, the city has solidly consolidated its right to the title, "Oil Capital of Canada".

Today, nearly 400 firms directly connected with the oil industry have their headquarters in Calgary. The result of this is borne out by the fact that while Calgary rates ninth in Canada in population, the city stands a healthy fifth in annual bank clearings.

There are oil and gas wells producing in many areas of the province today, adding a very buoyant touch to the economy of the area. Natural gas fields surround Calgary, and with a huge program of gas export to the United States and eastern Canada, additional benefits to the city are already beginning to appear. A huge pipe mill is steadily turning out the necessary pipe for the program.

By-products, such as sulphur, fertilizers, rubber and plastics are part of the new development in industry giving Calgary a furious industrial growth rate.

Oil and gas, Canada's largest source of mineral wealth, centres around Calgary. As the administrative and financial centre of the industry, Calgary comes naturally by the "Oil Capital" crown.

It is interesting to note that no less than 37,000 United States citizens, nearly all directly connected with the oil industry, live in the city of Calgary. In fact, under the jurisdiction of the United States Consulate in Calgary, there are over 87,000 American citizens, which does a great deal to make the old "Cow-town" truly North American in every respect.

The petroleum industry and Calgary have come a long way since 1914. And the future looks even brighter for both.



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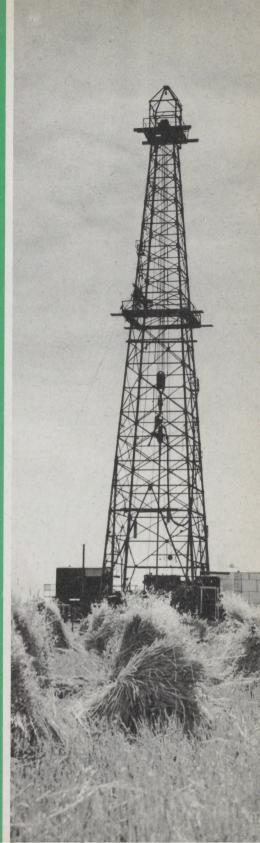
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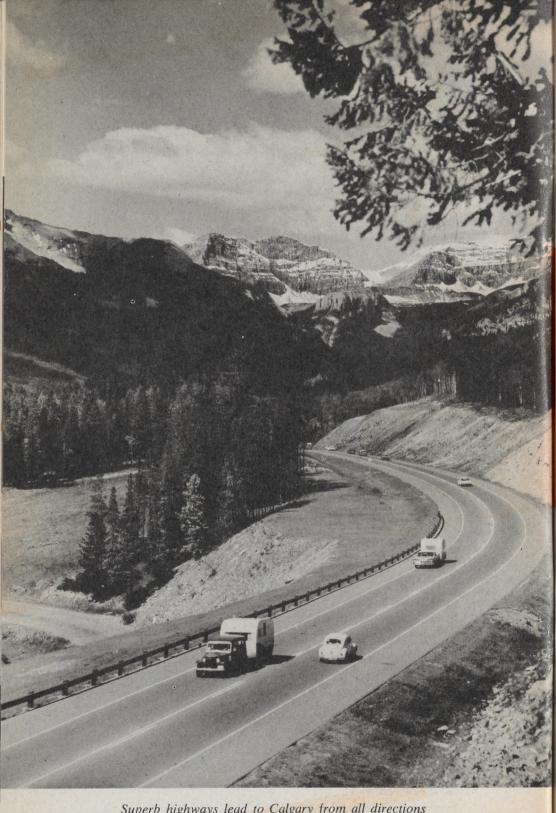
- Full Course Dining 7 days a week, in the Central Concessions Building
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- We stock a full line of Barbecue needs, Top Quality Meats, Sauces, Charcoal, Starter Fluids, etc., etc.

ALL IN THE CONCESSION

SERVING CALGARIANS FOR 17 YEARS

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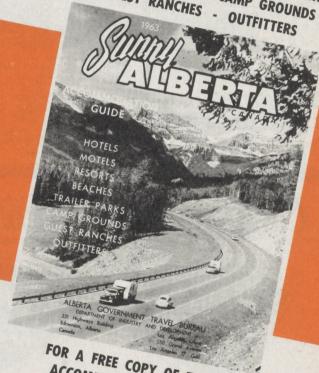


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331 HIGHWAYS BUILDING EDMONTON, ALBERTA PHONE CA 9-3251



Entertainment in Calgary

The happy people of Calgary are proud of their entertainment facilities. Throughout this book, you will find many items listed for your pleasure. Where not all have been listed elsewhere, we suggest the following will perhaps be what you are looking for.

CALGARY ALLIED ARTS CENTRE

—830 - 9 Ave. S.W. Regular exhibits of paintings, sculpture, Indian and Eskimo artifacts, and many other similar displays. Permanent displays always there for your pleasure.

RADIO -- Four stations to give you a complete choice of listening and informative pleasure:

C F A C 960 KC — See Ad P. 60 C F C N 1060 KC — See Ad P. 89

C K X L 1140 KC

C H F M - F M 95.9 MCS.

TELEVISION — Two stations, clear and sharp, provide you with interesting local as well as national and international favorites.

C F C N - TV Channel 4 CTV See Ad P 89

C H C T - TV Channel 2 CBC

HAPPY VALLEY - Daytime and evening fun for the whole family. See Points of Interest for details.

THEATRES — first run and popular re-run favorites at the many local theatres. Consult the newspapers for dates, showing and other details.

NEWSPAPERS & PUBLICATIONS-Two daily and three weekly newspapers to keep you right up on world events. Available anywhere.

CALGARY ALBERTAN morning daily

CALGARY HERALD afternoon daily

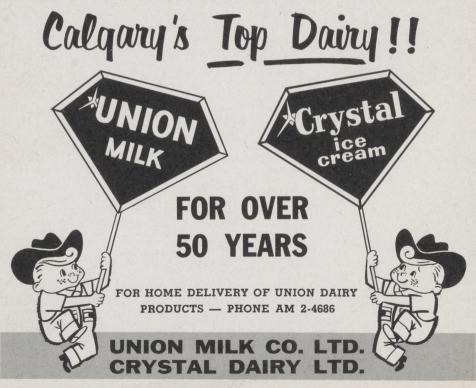
NORTH HILL NEWS — weekly SOUTHSIDE MIRROR — weekly YOUR NEIGHBOR — weekly

A special daily publication available on the oil industry.

DAILY OIL BULLETIN

Current events in the city every week available in handy pocket size, free at most business places in the city.

THIS WEEK IN CALGARY See Ad P. 78.





. . . to eat as much as you want, when you visit his Buffet Supper in the Stampeder Hotel. Over eighty wonderful dishes to choose from \$2.85

LICENSED LOUNGES

Airways Bar YC — Airport Terminal, McCall Field

Barney's Lounge — Stampeder Hotel, 3828 Macleod Trail See Ad P. 77

Black Knight Lounge — Wales Hotel, 709 - 2 St. W. See Ad P. 127

Calypso Lounge — Beacon Hotel, 16 Ave. & Centre St. N. See Ad P. 123

Crystal Room — York Hotel, 7 Ave. & Centre St. S.W. See Ad P. 18

Fernando's Hide-A-Way, 815 - 7 Ave. S.W. Ph. AM 3-8427

Gay 90's Lounge — Crossroads Motor Hotel, 16 Ave. & 20 St. N.E.

Ivory Room — Imperial Palace 506 - 4 Ave. S.W. See Ad P. 23

Oasis Lounge — Caravan Motor Hotel, 414 - 4 Ave. S.W. See Ad P. 9 Pump Room Lounge — Petroleum Bldg., 309 - 9 Ave. S.W.

Royal Scott Lounge—Highlander Hotel, 16 Ave. & 16 St. N.W. See Ad P. 18

St. Louis Lounge — St. Louis Hotel, 8 Ave. & 4 St. S.E.

The Big Top — Palliser Hotel, 9 Ave. & 1 St. S.W. See Ad P. 15

Toby Jug Lounge — Royal Hotel, 708 - 2 St. S.W. See Ad P. 57

Sinbad Lounge — Trade Winds Motor Hotel, Macleod Trail at 82 Ave. S.W. See Ad P. 10

The Paddock — Elbow Lodge, 1851 Park Road See Ad P. 14

Lamplighter Lounge — Carolina Restaurant, Chinook Shopping Centre. See Ad P. 81

Guvnor's Lounge—Guvnor's Grill, Royalite Bldg. See Ad P. 78

Above all, don't sit in your room and wonder what to do. Calgary Tourist and Convention Association is always pleased to help. Call AM 9-1677 for helpful suggestions to make your Calgary visit a real pleasure.

29

TOP QUALITY





PALM DAIRIES LIMITED



The Calgary area, with gently rolling foothills, lush foliage and plenty of good grass, is ideally suited for good golf course layouts. There are ten courses in Calgary, four of which are private clubs, six open to the public. When you want to work out the kinks of driving the car, you'll find a game of golf ideal. Listed below are the courses open to green fees players.

Bowness Golf Club — Bowness Highland Golf Club — 4304 - 4 St. N.W.

Inglewood Golf & Country Club — East Calgary

Mayview Golf & Country Club — Bragg Creek Road

Regal Golf Club — 6 St. & 24 Ave. N.E.

Shaganappi Golf Course — 12 Ave. & 26 St. S.W.

PITCH AND PUTT

For those who haven't time for a full game, yet want their hand in, a pitch and putt course is the answer. Velvet smooth grass greens, and a terrain just difficult enough to be

interesting. Clubs included in the very nominal green fees.

Par 3 Golf — At Amylorne Motel, No. 2 Highway South.

Happy Valley — 5 miles west on No. 1 Highway

Golfland — East of Cushing Bridge.

DRIVING RANGES

Always popular, driving ranges make it easy for you to keep in practise as well as giving you a chance to iron out those annoying hooks or slices. Three excellent driving ranges are within easy driving distance:

Amylorne Driving Range — At Amylorne Motel, No. 2 Highway South.

Happy Valley — 5 miles west on No. 1 Highway Golfland — East of Cushing Bridge.

MINIATURE GOLF

Even the kids enjoy miniature golf, while Mom and Dad can sharpen up their putting. Three miniature courses in Calgary:
Bowness Miniature Golf — Bowness Park, Bowness.

Happy Valley — 5 miles west on No. 1 Highway.

Golfland — East of Cushing Bridge.



Fine Golf courses make golfing a real pleasure in Calgary

Rogers The Rentals LTD.

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CAMPING & VACATION EQUIPMENT.

- LUGGAGE TRAILERS
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- ICE BOXES
- CAR TOP CARRIERS
- GUNS FISHING RODS
- TIRE CHAINS
- CAMERA EQUIPMENT
- BOATS JEEPS ETC. ETC. ETC.

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IF WE DON'T HAVE IT
YOU DON'T NEED IT

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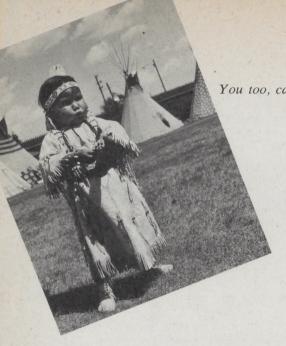
also

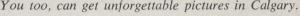
- PARTY & BANQUET EQUIPT.
- HOUSEHOLD EQUIPMENT
- HOSPITAL & SICK ROOM
- GARDEN & LANDSCAPE
- CARPENTERS PLUMBERS
- PAINTERS MECHANICS

FRIDGE CARTS — LINO ROLLERS ADDING MACHINES—TYPEWRITERS AND MANY OTHER ITEMS

WE PROVIDE A COMPLETE
PARTY AND BANQUET
CATERING SERVICE

DON'T
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Photography in Calgary

Calgary offers a wide variety of interesting subjects for the camera enthusiast. For movie fans, titling boards can be found at any of the four Calgary Tourist & Convention Association information centres as you begin your footage.

The unique geographical location of Calgary provides unlimited opportunities for picture taking. Many viewpoints (see Points of Interest) for panoramic shots can be found on both north and south hills. Colorful parks make excellent background for family scenes.

The massive dinosaurs at the natural history park are favorites of every one, as are the many live exhibits at the Zoo. The 5934 locomotive also provides unusual

shots of your party.

Bowness Park, with the lazy lagoons and many other attractions, is another popular camera subject. Brewery Gardens and Trout hatchery is an old favorite

Massive oil refineries and other industrial plants make excellent color shots at night. The Calgary Stampede, of course, is tailor-made for either superb action

shots, or colorful stills.

There are many other places to go and things to do that are interesting enough to use your camera. Carry plenty of film and be ready any time - you'll have ample opportunity.

For cameras, repairs, accessories, anything in the line of photography, we

heartily recommend

NOVA PHOTO CENTRE — 606 - 8 Ave. S.W. Phone AM 6-4131.

PHOTOCRAFTS — 710 - 3 St. S.W., Phone AM 2-1011.

Portrait studies, specialty photos and processing given special attention at — **JACK DELORME PHOTOGRAPHY** — 2050 - 10 Ave. S.W. Phone 244-6511 DUFFOTO PROCESS — 118 - 4 Ave. S.W.

MATTHEWS' STUDIO & PHOTO LAB—223 - 14 St. N.W. Phone 283-2121 or 283-0839. MATHIESON PHOTO SERVICES LTD. — 611 Centre St. S. Phone AM 3-2561.

Your films can be processed expertly and quickly if you leave them at any agent showing the names .

MORTIFEE MUNSHAW — 2433 - 2A St. S.E. Phone 263-8086. SHIPLEY PHOTO SERVICE LTD. — 1139 - 17 St. S.E. Phone 273-3361. See Ad P. 33. SPECIAL NOTE TO USERS OF KODACHROME COLOR FILM

Kodachrome Color Film, when purchased in the United States, does not include free processing in the purchase price. In Canada, free processing is included when the film is purchased. This free processing will be honored by any Kodak plant anywhere in the world.

PIGTURE IT NOW

for finest film finishing
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DEALERS in the cities or country

COLOR·MOVIE black-s-white

-A SNAP DECISION YOU'LL NEVER REGRET-

SEE IT OFTEN

Calgary is strongly sports-minded. There is such a wide variety to be found in the city, it is the rare case where visitors cannot find their favorite. Listed on the following pages are the many sports, spectator and participation alike, here for your pleasure. Where possible, details are shown to make it easy for you to find and enjoy the ones you prefer. Where contacts or locations are not shown, please call AM 9-1677 or drop in at the Hospitality Centre, Mewata Park, for complete details.

ARCHERY: Phone AL 5-5042 for full details.

BADMINTON: Played all year round in schools, colleges, YMCA and YWCA.

BASEBALL: Semi-pro league plays at Buffalo Stadium in season. Babe Ruth, Pony and Little League play on regular schedule. Call AM 9-1677 for game schedules.

BILLIARDS: Several fine billiard halls open all year. For locations, call AM 9-1677.

BOATING: Outboard and sail locations in every direction from Calgary. Canoeing available every day and evening during the summer at Bowness Park.

BOWLING, LAWN: Five superb lawns in the city. Full particulars available through AM 9-1677.

BOWLING, FIVE AND TEN PIN: Thirteen alleys in the city, with automatic pin setters and all other modern conveniences. Consult the yellow pages for locations. For the latest in 10-pin bowling, try Triangle Bowl — 82 Ave. and Macleod Trail, Ph. 252-1088.

BOXING: Bouts held regularly. Dates and details available at AM 9-1677.

CRICKET: Played every Saturday afternoon during the summer at Riley Park, 5 Ave. & 11 St. N.W. Call Phill Heighton at 277-1574.

CURLING: Many fine rinks, including the world's largest. Curling regularly through the winter months. Open ice available, where

rocks and brooms can be rented. Elbow Valley Curling Rink, Richmond Road and 69 St. S.W. open all summer for curling. Call 242-4494 for reservations and other details. Phone AM 9-1677 for other particulars.

DANCING: Several reputable dancing centres as well as many dine and dance locations. Consult the yellow pages or call AM 9-1677 for exact details.

FASTBALL: Several leagues, men's and women's, play regularly throughout the summer. Details at AM 9-1677.

FENCING: An active fencing club invites your participation. Call Dr. L. G. Cody at CH 4-2294 for particulars.

FIELD HOCKEY: Played regularly during the summer. Get full details by calling Brian Burke at CH 9-0188.

FISHING: So many places and varieties to choose from! Drop in at Hospitality Centre for regulations and locations cheerfully provided without charge.

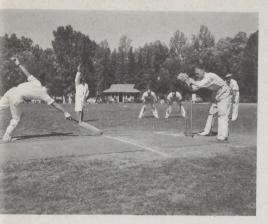
FLYING: Calgary Flying Club, McCall Field, welcomes you any time. Call manager W. W. Smith at CR 7-4048 for details.

FOOTBALL: Professional football at its best played in McMahon Stadium during Fall season. High School and Junior schedules provide plenty of football action.

1963 HOME GAME SCHEDULE CALGARY STAMPEDERS

July 6 8:30 P.M. Inter-Squad July 31 8:30 P.M. Toronto Aug. 6 8:30 P.M. Winnipeg Aug. 19 8:30 P.M. Hamilton Aug. 26 8:30 P.M. B.C. Sept. 2 2:30 P.M. Edmonton Sept. 14 8:30 P.M. Saskatchewan 7 Oct. 8:30 p.m. Ottawa Oct. 14 2:30 P.M. Winnipeg Nov. 2 8:30 P.M. Edmonton

For ticket information phone AM 3-0202.



Cricket played every week at Riley Park





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BARBECUED "READY TO SERVE"
CHICKENS WHEN YOU'RE
SHOPPING . . . IDEAL FOR
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READY-TO-COOK POULTRY

Supplying all Calgary's leading restaurants and stores with the finest quality government-inspected poultry products.

PINECREST POULTRY SALES LTD. 2126 HIRST ROAD — BR 3-1571 **SQUARE DANCING:** A popular pastime in Calgary. Jamborees and general dances held regularly all year. Call Jerry Stuart at AM 6-7511 for details.

SWIMMING POOLS: Open 9 a.m. to 10 p.m. Monday through Saturday; Sunday 9 a.m. to 6 p.m. for July and August.

Acadia — 88 Ave. & Fairmont Drive, S.E.

Bow View — 5 Ave. & 18 St. N.W. Bridgeland — Just south of General Hospital

Forest Lawn — 16 Ave. & 39 St. S.E., Forest Lawn

Happy Valley — 5 miles west on No. 1 Highway

Highwood — East of Northmount Drive and approximately Holmwood Ave.

Inglewood — 14 St. & 17 Ave. S.E. Millican — 70 Ave. & 20a Street S.E., Ogden

Mt. Pleasant — 22 Ave. & 6 St. N.W.

South Calgary — 31 Ave. & 15 St. S.W.

Stanley Park — Riverdale Ave. & 4 St. S.W.



McMahon Stadium — Canada's newest football stadium

GOLF: See page 30 for all details. HARNESS RACING: Sulky racing, with pari-mutuel betting, every evening from August 9-22, at Victoria Park.

HOCKEY: Professional and a wide range of amateur leagues operate through the winter. Call AM 9-1677 for schedules and locations.

HORCE RACING: Pari-Mutuel in operation at horse races held on the dates listed below. All races at Victoria Park.

Saturday, May 18 to Monday, June 10

Friday, July 6 to Saturday, July 13

Wednesday, August 28 to Monday, September 9.

HORSE SHOWS: Several a year, with the finest horse flesh on display. AM 9-1677 will give you dates and details.

HUNTING: See page 86 for full details.

MOUNTAIN CLIMBING: Much of the very best is so near — at Calgary. Call AV 9-7633 for details.

MOTORCYCLE RACING: Meets held regularly by Calgary Motorcycle Club. Dates and details yours by phoning Chris Marshall—BR 3-5676.

POLO: Polo has been played in Calgary since 1912. Call AM 9-1677 for dates and locations.

RIDING: Many riding academies and plenty of pleasant country to ride in. Locations, rates and all other details available at any information centre or at AM 9-1677. ROCK HUNTING: For details on this fascinating hobby, call Oscar Green at CR 7-4831 or the Calgary Rock and Lapidary Club, AM 2-6305 or BU 8-2147.

RUGBY: Amateur league in season. Get details from John Dicey at CH 9-4971 or AM 2-7956.

SKATING: Many excellent rinks to choose from through winter months. Skates for rent. Natural and artificial ice. Call AM 9-1677 for locations.

SHOOTING, TRAP & SKEET: Calgary Gun Club offers the newest and most complete facilities on the continent. Visitors are welcome at 32 Ave. & 15 St. N.E. Call CR 7-3305. SKIING: Fine skiing facilities are so very near during the winter months. Call AM 9-1677 for locations and conditions.

SKIN-DIVING: Calgary Sub-Aquatic Club welcomes interested divers. Call J. Merkley, AV 9-3642.



ELROY HEINZ

Invites you to Calgary's

CLEAN REST ROOMS

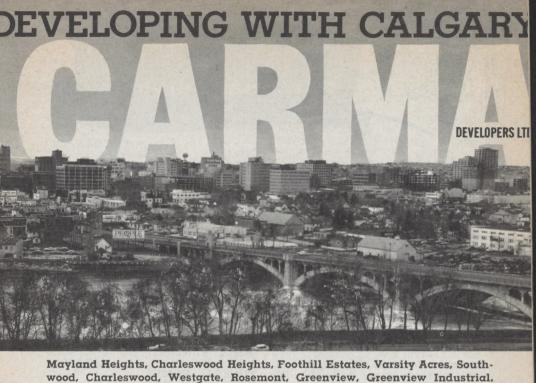
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Lubrication • Emergency Repairs • Washing

Overnight Service

LOCATED ON TRANS-CANADA HIGHWAY
Your Gateway to Banff and Lake Louise
36



TENNIS: Several quality courts operate during summer months. When interested in playing, visit the Calgary Tennis Club, 15 Ave. & 16 St. S.W. or telephone CH 4-5302 or AM 9-1677.

Carma Developers Ltd.

WATER SKIING: See boating.
The same locations suitable for water skiing.

WRESTLING: Grunt and groan fans will be happy to know wrestling is held regularly in the city. Dates

vary, so call AM 9-1677 for the time and place of scheduled bouts during your visit.

289-1951

Your favorite sport may possibly have been overlooked. The Calgary Tourist and Convention Association is at your disposal at any of their information centres on major entrances to the city, or in the downtown location at Hospitality Centre, Mewata Park. Call AM 9-1677 and if we don't have it, we'll soon find it for you. Above all, when you are in friendly Calgary, enjoy yourself!

DOUBLE YOUR FUN IN CALGARY . . . AT WESTERN CANADA'S MOST MODERN BOWLING CENTRE

263 - 1632 14th Ave. N.W.

24 AUTOMATIC 10 PIN LANES

- PAVED PARKING
- AIR CONDITIONED
- SNACK BAR
- FULLY EQUIPPED NURSERY

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Triangle Bowl
8403 MACLEOD TRAIL CALGARY, ALBERTA



So often, the little extras count so much in making a visit the enjoyable stay it should be. For that reason, you will find the many personal services you may want always available in Calgary.

ACCOUNTING SERVICES

We've listed a variety of services for your personal needs. You will find them convenient, with prompt service to take care of your requirements the way you like it.

Avail Accounting Service	e
720 - 17 Ave. S.W.	262-5939
Munn, Richards, Yoema	n & Co
508 - 15 Ave. S.W.	AM 2-5484
DUC - 15 AVE. S.W.	AIVI 2-0404
ADVERTISING	
Calgary Entertainment &	Ś.
Supper Club	
635 - 6 Ave. S.W. Goodis Goldberg & Sore	266-3322
Goodis Goldberg & Sore	n
628 - 12 Ave. S.W.	AM 2-7474
Nattall & Maloney Adve	
2007 Elbery Drive	252-0111
8227 - Elbow Drive	252-0111
AMBULANCE	
Associated Ambulance	
111 - 15 Ave. N.W. BEAUTY PARLORS	276-2211
BEAUTY PARLORS	
Fashion 'N' Flair	
Fashion 'N' Flair 2312A - 16 Ave. N.W.	282-2223
Franz Schmidt Hair Sty	lict
121 CARROLL TAIL Sty	ANT O TOOC
131 - 8 Ave. S.W.	AM 2-7236
Paul Este Hairstyling	
1440A - 17 Ave. S.W.	CH 4-5610
BREWERIES	
Calgary Brewing & Malt	ing
T 101	DD 0 FOOd
Molcon's Western Prove	riog
Molson's Western Brewe 218 - 11 Ave. S.W.	000 4740
218 - 11 Ave. S.W.	263-4740
CHINOPHACIONS	
Dr. H. Depp	
805 - 1 St. S.W.	AM 6-5339
DAIRIES	
Alpha Milk	
704 11 AVA S W	AM 2-5426
704 - 11 Ave. S.W. Model Dairies	AIVI 2-3420
Model Dairies	435 0 5444
308 - 17 Ave. S.W.	AM 3-7444
Palm Dairies	
1104 - 8 St. S.W.	AM 9-4991
Union Milk 5 Ave. & 1 St. S.E. DISTILLERS	
5 Ave. & 1 St. S.E.	AM 2-4686
DISTILLERS	1111 2 1000
Alberta Distillers	
	DD 2 1545
14 St. & 34 Ave. S.E.	BR 3-1545
Gooderham & Worts	
1954 - 13 St. S.W.	CH 4-1859
DRY CLEANING & LAU	NDRY
Dollar Cleaners	
1114 - 17 Ave. S.W.	544-0711
Holiday Cleaners	011-0111
10 1 Ct NE	ANT C FETO
18 - 4 St. N.E.	AM 6-5579
Palmers Ltd.	
2711 - 14 St. S.W.	CH 4-1111
Peerless Cleaners	
2434 Kensington Road	AT 3-5566
Brown woode	0 0000

	Premier-Ontario Cleaners	&z	
	Launderers 902 - 4 Ave. S.W.	26	66-8811
	Rosedale Cleaners 16 Ave. & 4 St. N.W.	CR	7-0777
	Sparkle Cleaners 2927 Richmond Road FLORISTS	СН	9-2521
	Campbell Floral 321 - 7 Ave. S.W.	AM	3-8420
	Terrills Florist 809 - 1 St. S.W.	AM	2-3812
	FUNERAL HOMES Chapel of the Bells	0.5	70 0000
	Chapel of the Bells 2720 - Centre St. N. Forest Grove Chapel Ltd	. 2	76-2296
	2121 - 50 St. S.E. Foster's Garden Chapel	BR	2-0444
	540 - 16 Ave. N.W. Gooder's Hillside Chapel	AV	9-3442
	17 Ave. & 16A St. S.W.	24	14-2106
	17 Ave. & 16A St. S.W. Jacques Funeral Home 240 - 17 Ave. S.W.	AM	2-3383
	Leyden's Funeral Home 18 Ave. & 2 St. S.W. McInnis & Holloway	AM	2-9101
	1503 - 4 St. S.W. HEALTH CLUBS	AM	2-3030
	Pogue Health Centre 818 - 49 Ave. S.W. Tip Top Health Club	СН	3-1881
	620 - 8 Ave. S.W. LINEN SUPPLY Canadian Linen Supply 730 - 2 Ave. S.W. MUSIC SERVICES Southern Music 608 - 1 St. S.E.		3-8600 6-5271
			6-6664
	OFFICE ASSISTANCE Android Service Bureau Elveden House	A TA/T	3-7643
	Superior Personnel Service	ee	
	315 - 8 Ave. S.W. PET SERVICES	26	33-8785
	Brooks Dog Salon 1109 - 2 St. S.E. Red Top Ltd., Box 307	AM	3-6524
	Red Top Ltd., Box 307 Nose Creek AM 6-1702 Sunawagold Kennels	AM	6-1836
	No. 1A Highway West Westside Veterinary Clin	AV	9-0226
	11 Ave. & 14 St. S.W.	CH	4-2350 4-0414
0			

PRINTING, LITHOGRAPS DUPLICATING	HING,
Alcraft Printing Limited 4303 Airport Road Boasten Printing	CR 7-0751
2050 - 10 Ave. S.W.	CH 4-8132
Burnand Printing 230 - 7 Ave. S.W.	AM 2-6205 AM 9-2888
Foothill Printing 311 - 34 Ave. S.E.	CH 3-4641
Grant-Mann Lithographe 1710 - Centre St. N.	ers CR 7-3345
Humphries Printing 2212 - 4 St. S.W.	AM 2-3054
John D. McAra 512 - 4 Ave. S.W.	AM 2-1566
Neeland Printing 718 - 2 Ave. S.W.	AM 2-7102
Northwest Printing 1808 - 1 St. N.W.	CR 7-4882 CR 7-4947
West Printing 302 - 4 Ave. S.W.	AM 2-4006 AM 6-6406
Western Printing & Lit. 706 - 2 Ave. S.W.	
RADIO SALES & SERVI	CE
Jerry's Radio & TV 318A - 10 St. N.W.	283-5777
REFRIGERATION Tegart Refrigeration 322 - 10 St. N.W.	AT 3-2252
RENTAL SERVICES A-1 Rental Sales & Servi 315 - 39 Ave. S.E.	ce 243-1414
Rogers Rentals	243-2423



Rogers Rentals 1220 - Centre St. N.

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		,当为抗			
Calgary —	the cowt	own with	skyscr	apers	

SIGN COMPANIES Dot Signs		
410 Riverside Blvd. Hook Signs	AM	9-1436
4 Ave. & 3 St. S.E.	AM	3-2170
Neon Contractors 5305 - 1A St. S.W.	2	52-3391
Neon Sales & Service 909 - 15 St. S.W. Patey Signs 534 - 9 Ave. S.E.	AM	9-4971
534 - 9 Ave. S.E.	AM	2-7971
SOFT DRINKS Calgary Brewing & Malti	na	
9 Ave. & 15 St. S.E. Polar Aerated Water	BR	3-5681
129 - 3 Ave. S.E.		2-9161 2-9600
STOCKS & BONDS		
James Richardson & Son 319 - 8 Ave. S.W.	AM	6-7171
TRAVEL AGENCIES Burritt Travel Service		
625 - 3 St. S.W.	AM	9-3791
Thos. Cook & Son 702 - 2 St. S.W. P. Lawson Travel	AM	3-6570
119 - 7 Ave. S.W.	AM	3-4810
TRUST COMPANIES Canada Permanent-Toron	nto	
Canada Permanent-Toron General Trust 315 - 8 Ave. S.W.	ATAT	C 1071
Crown Trust		6-1071
227 - 8 Ave. S.W. Farmers & Merchants Tr	ust	2-5511
209 - 8 Ave. S.W. National Trust Co.		3-3200
605 - 8 Ave. S.W. Royal Trust		3-1460
606 - 7 Ave. S.W. WHOLESALERS	20	66-1091
Alberta Book & Novelty 131 - 7 Ave. S.E.	ANT	3-4255
Associated Grocers 5516 - 5 St. S.E.		
B. C. Packers		5-5596
929 - 17 Ave. S.W. Bridge Brand Produce 611 - 53 Ave. S.E.		14-2196
Burns & Co.		5-4494
East Calgary General Distributors Ltd 130 - 9 Ave. S.W.	BR.	3-0110
Imperial Tobacco	AM	2-9223
220 - 11 Ave. S.E. MacDonalds Consolidated		3-1250
535 - 10 Ave. S.W. Pinecrest Poultry Sales		9-2507
2126 - Hurst Road Rothman's		3-1571
4504 - 1 St. S.E. Scott National Fruit 509 - 525 - 10 Ave. S.W.	CH	3-3461
509 - 525 - 10 Ave. S.W. Union Packing	AM	6-6233
Box 58 Wallace & Carey	AM	6-8861
211 - 7 Ave. S.E.	AM	2-5521

CR 7-6454 CR 7-5575



Liquor Regulations

Like all areas, Alberta has liquor regulations distinctive to the local situation. To make it easier for you, as a visitor, here is a brief outline of the regulations, sign terminology and such particulars as you will find helpful on your trip to Calgary.

BOTTLE SALES — (Liquor, wines, beer). Available through governmen-controlled outlets only. Locations and hours listed below.

LICENSED—The above name indicates alcoholic beverages are available. The terminology varies somewhat, but generally can be taken as follows:

Licensed Premises or TavernBeer only, as a rule. Can be consumed on premises or purchased by bottle or case for use in your own room.

Licensed Lounge — Usually indicates premises where full cocktail facilities are available.

Dining Lounge — Generally indicates premises where food as well as alcoholic beverages are available for consumption on the premises.

BEER SALE—Bottled beer can be purchased at all liquor stores, as well as most brewery sales outlets, and, as mentioned above, at all premises showing the sign, licensed.

Sorry if it is confusing, friends, but that's it. If you have any difficulty finding what you want (in normal hours, of course) call AM 9-1677 and we'll be happy to explain the situation.

LIQUOR STORES (Bottle Sales Only)

All Calgary stores open 10:30 a.m. to 11:30 p.m., Monday to Saturday inclusive.

South—6433 Macleod Trail West—3919 Richmond Road

East—914 - 11 Street S.E.

North—1716 Centre Street North South West—1140 - 17 Avenue S.W.

Central—826 - 5 Street West

North West—1838 - 14 Avenue N.W.

Forest Lawn—3301 - 18 Avenue S.E. 1:30 p.m. to 9:30 p.m.

Bowness—52 Bowness Shopping Centre—1:30 p.m. to 9:30 p.m.



Calgary offers many unique cocktail bars and lounges



ALBERTA ICE COMPANY LTD.

For Information or Directions Phone AM 2-2633 AM 2-7326 24-HR. SELF-SERVE ICE AVAILABLE AT THE FOLLOWING LOCATIONS: (In block or bag)

Shell Service Station — 9th Ave. & 10th St. S.E. Shell Service Station — 38A Ave. & Macleod Trail 16th Ave. N.W. (Banff Trail) & 21st St.

17th Ave. & 11th St. S.W.

Riverside Blvd. & 6A St. N.E.

BA Service Station — 75th Ave. & Macleod Trail

Crystal Clear, Hard-frozen Party Ice also available at Service Stations throughout the City where the Red, Yellow and Blue Ice Sign is Displayed



Receiving the traditional Calgary White Hat

Calgary Stampede . . .

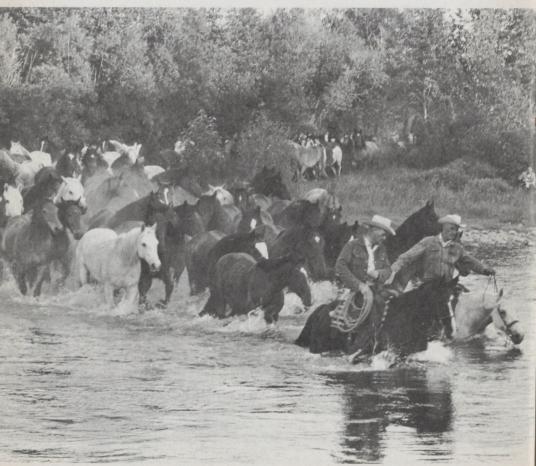
THE GREATEST OUTDOOR SHOW ON EARTH

It was 1912 when a young cowboy by the name of Guy Weadick proposed an annual Stampede in Calgary. This event, combined with the annual fair, became the Calgary Exhibition and Stampede, today the greatest outdoor show on earth.

Stampede week in Calgary is literally a way of life for thousands of visitors annually. With the citizens of Calgary all out in colorful western wear, and particularly the famous white hat, it only takes a short while for the most reserved types to break down, purchase some western clothing themselves, and join in the fun.

The riotous week starts with a six mile parade thru the downtown area. Authentically western, all the color and drama of the Mounted Police, cowboys, Indians, bands, floats, cowgirls, blend in with pioneer carriages and other parade participants to make an unforgettable spectacle.

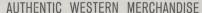
Actual Stampede events are held every afternoon thru the week, from 1:30 to 5. In addition to the rugged and spectacular events such as bucking bronks, brahma bull riding and steer decorating, you will see regular horse races (with full pari-mutuel betting) and novel riding acts.



Hazing in the bucking stock

KENWAY'S WESTERN STORE

Headquarters for





western wear - riding equipment - indian crafts - western souvenirs and novelty items.

1418 Stampede Way (2nd. Street S.E.)

Just one block north of Stampede Grounds



Steer decorating — a rugged event for rugged men

STANDEN'S LTD.

Established 1924

SPRING, FRAME AND ALIGNMENT SPECIALISTS

Fast Service on All Makes of Cars and Trailers

TRAILER HITCH SALES AND INSTALLATIONS

2nd STREET S.E. AT 24th AVENUE, CALGARY - AM 9-3736



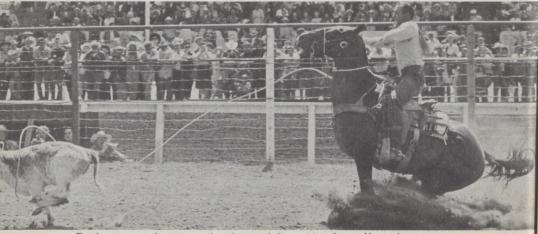
Brahma bull riding — the roughest rodeo event of them all

Every evening at 7 p.m., and again on Saturday morning at 9 o'clock, the world famous chuck wagons race over the special course. Originated at the Calgary Stampede, and already a legend, the chuckwagon races present one of the most thrilling events to be found anywhere.

Grandstand attractions and fire works round out the evening performance. The mammoth midway and exhibit sections are open until later for the pleasure of the crowds.

There's so much excitement, so many unique and fascinating exhibits and events, it's no wonder people from thousands of miles away return year after year. In fact, yearly attendance is crowding three-quarters of a million.

You haven't seen all the wonders of the world until you have seen the Calgary Exhibition and Stampede — The Greatest Outdoor Show on Earth.



Perfect co-ordination of rider and horse in the calf roping event

Photocrafts...

"CALGARY'S TOP CAMERA SHOP AND REPAIR CENTRE"
710 Third Street S.W. Phone AM 2-1011

DISTRIBUTORS OF
KODAK, ANSCO, BOLEX, LEICA, NIKON
AND OTHER MAKES



Chuckwagon races make chariot racing a sissy sport.

Welcome to Calgary



ALPHA JERSEY DAIRY

Welcomes you to our friendly city — we hope your visit will be a most enjoyable one.

Calgary boasts many fine restaurants and we at ALPHA are proud to be suppliers of fresh, delicious dairy products to these many fine eating places.



Perfect range land raises superb beef in Calgary area.

Ranching in Calgary

Calgary is proud to be known as the "cowtown", because Calgary has grown up with the ranching industry. Long before the turn of the century, cattlemen found that the relatively warm winter climate, good and plentiful water, and excellent grass made a perfect combination for the production of top beef cattle. The famous southern Alberta chinook allows almost continuous year-round grazing, making this area the envy of ranchers

around the world.

Today, in the centre of this great ranching country, Calgary is truly the hub of Canada's beef cattle industry. As this area became more and more popular for the production of beef, it was natural that breeders of registered cattle would find it ideal for their purposes. This phase of the industry progressed so rapidly that it soon became the centre of the Canadian registered Hereford business. Buyers from all over North America come to Calgary year after year to purchase their hereford breeding stock. Calgary is also the headquarters for the Aberdeen-Angus Association and for the Western Stock Growers Association. The famous Calgary

By Rueben Hamm

Bull Sale, which sells from 800 to 1000 bulls at the auction annually, is a natural outgrowth of the purebred beef cattle industry.

Some of our city's leading businesses were founded by men who were first cattlemen in the ranching industry. Indeed, it was these same ranchers-turned-businessmen who insisted that Calgary was, and would remain, a cowtown. It was for this reason that the western theme is so prominent in so many Calgary business places, and we like to think that the warm hospitality and friendly spirit of the people of our city comes from their ranching background.

The Calgary Stampede owes its beginning to the nucleus of ranchers who backed and promoted the first rodeo. Though it has grown to become the largest event of its kind in the world, the ranching profession still supplies many of the directors, committee chairmen and workers, who with their experience and background, make this tremendous event world-famous. No other Canadian city is prouder, or more deserving, than Calgary of the title "cowtown".



Choice Steaks come from

ALBERTA HEREFORDS

Cattlemen ...

for
INFORMATION ON
TOP BREEDING STOCK

- Contact -



THE ALBERTA HEREFORD ASSOCIATION

JOHN S. HAY President NANTON 2415 - 34 Ave. N.W., Calgary

REUBEN HAMM Secretary Phone 289-6882

Ranching and meat packing are close partners at Calgary







Readving for a trail ride — a popular guest ranch event.

Guest Ranches and Riding Academies

There's real western entertainment awaiting you at the many guest ranches and riding stables in the Calgary area. You can take exciting trail rides, real waker-upper breakfast rides, leisurely canters through tremendous country, or relax and watch real cowhands at work.

As suggestions, listed below are some of the low-cost, high-fun ranches and riding spots in the area.

RIDING - Happy Valley. Riding, trail rides, breakfast rides, all at nominal cost. Phone 242-9163. Five miles west of the city on No. 1 Highway.

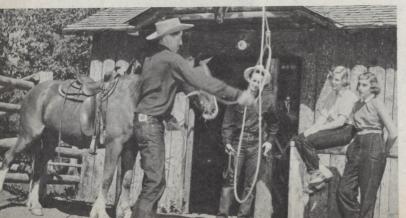
GUEST RANCH — Rafter Six. Full guest privileges in modern accommodation. All the pleasure of a real ranch, with the Guinn's as your friendly hosts. Forty miles west of Calgary on the No. 1 Highway. Watch for the sign over the gate. For details, write Rafter Six Ranch, Seebe, Alberta.

CHILDREN'S RANCHES-For small fry 6-16. Complete supervision, with complete ranch facilities. A perfect place for the children to enjoy a week or month at nominal cost.

BLUE HAVEN, 12 miles south of Calgary on No. 2 Highway. Phone 1617 Okotoks or write Helen & Dick England, De Winton, Alberta.

SILVER CREEK RANCH, in lovely Water Valley, 55 miles northwest of Calgary. Phone CH 3-4929 Calgary, or write the H. K. Roessinghs at 540 - 49 Ave. S.W., Calgary. See Ad Page 49.

Brochures, locations, rates, other details always available from The White Hatters, Hospitality Centre, Mewata Park, Calgary. Telephone AM 9-1677.



Many guest ranches, with all the thrills of the real west, can be found in the Calgary area.



HOLIDAY RANCH

The Silver Creek Ranch is situated just west of Water Valley, 60 miles northwest of Calgary in Alberta's beautiful Foothills. Experienced supervisors and instructors.

FOR CHILDREN 7 to 14 YEARS
WHILE VISITING IN THE WEST
LIVE AS A WESTERNER

Horses, Ponies Swimming, Campfires Trailrides, Hikes

Guides and outfitters for hunters in the fall.

Write or phone:

Mr. and Mrs. H. K. Roessingh, 540 - 49 Ave. S.W., Calgary, Phone: CH 3-4929



Even little dudes enjoy Calgary's guest ranches



Curling — Canada's fastestgrowing sport





LADIES, MEN'S and BOYS' WEAR

SPECIALIZING IN AUTHENTIC WESTERN WEAR



Auto Service

Calgary holds a unique position in today's world of rapid transportation. Only one city in the world (Los Angeles) has more automobiles per capita than Calgary.

Naturally, such a rating means there are also excellent service facilities of all kinds in the city.

Authorized sales and service representatives for every make and type of vehicle.

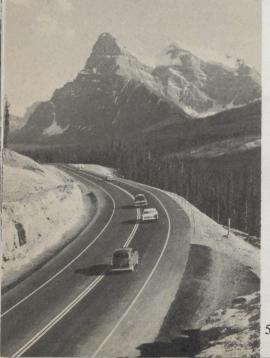
Factory trained mechanics and service personnel for all cars.

Wide stocks of parts for no-waiting repair service.

Guarantee work, mileage check up, and such new car requirements handled quickly and cheerfully.

Service stations who understand the word service.

Superb highways and excellent auto care go together in the Calgary area.



Credit cards from around the world accepted at reputable stations representing all the well-known brands of gasoline and oil.

Rapid service car washing establishments, for minutes-only attention to your wash requirements.

Tire stores, with modern equipment, to handle any requirement from simple repairs to major vulcanizing jobs.

Body shops, with up to the minute equipment for fast repairs on damaged car bodies.

Specialty shops for carburetor, battery, magneto, paint or upholstery service.

Listed on pages following, by category, are Calgary firms catering to the automobile trade. We heartily recommend them for service and fair prices.

SERVICE STATIONS

SERVICE STATIONS		
Benbow's Esso		
67 Ave. & Macleod Trail		5-6898
Bert's White Rose Service 3303 - Parkdale Blvd.		3-5229
Britannia Auto	AI	3-3223
49 Ave. & Elbow Drive	CH	3-6958
Cloverleaf Esso	~-	
16 Ave. & 19 St. N.E.		7-4762
Don's Husky Travel Servi Edmonton Trail		7-1752
Ed & Ted's Service	Ch	1-1102
11 Ave. & 1 St. S.W.	AM	2-7111
(See ad P. 54)		
Esso Hilltop Service		
1324 - Centre St. N. Forest Lawn Texaco	CR	7-2575
Forest Lawn Texaco	DD	2 4000
17 Ave. & 36 St. S.E. Fort Chiniquay Service	BR	3-4688
	ligh	way
Frank Ashworth Service	11611	way
14 St. & 26 Ave. S.W.,	CH	4-4881
G & K Husky House		
Edmonton Trail	CR	7-8898
Golden Shell Service 3716 - 17 Ave. S.W.	CII	9-8255
Hillcrest Texaco Service	CH	9-8255
12 Ave. & 3 St. N.W.	CR	7-1925
Kelly's Servicentre		. 1020
16 Ave. & 19 St. N.W.	AV	9-3092
Mickey's Auto Service		
7004 Macleod Trail	25	2-3351
Montgomery Texaco Servi 1703 - 46 St. N.W.	ce	0 0070
Nyberg's Avenue Service	BU	8-6373
34 St. & 17 Ave. S.W.	CH	9-3766
	CII	0-0100

50

for quality service! AM3-4530

YOUR DOWNTOWN FORD CENTRE AT CENTRE STREET AND FIFTH AVENUE



- WHEEL ALIGNING
- WHEEL BALANCING
- BRAKE SERVICE
- COMPLETE TUNE UPS
- TIRES ROTATED
- WHEELS PACKED

- CLEANING AND POLISHING
- AUTOMATIC TRANSMISSION SERVICE
- HEADLIGHT AIMING
- FORD WARRANTY SERVICE
- FAST OIL CHANGE SERVICE

ALL CREDIT CARDS ACCEPTED

Calgary has the greatest car per capita ratio in Canada.



O.K. Tire Stores (Calgary) Ltd.

CONVENIENTLY LOCATED AT 4115 MACLEOD TRAIL



243-4231

Complete line of B. F. GOODRICH TIRES

- All Passenger Recaps
- Repairs
- Front End Alignment
- Wheel Balancing
- 15 Minute Service

Auto Service

VOLKSWAGEN SALES & SERVICE LTD.

Distributors for Southern Alberta and South Eastern B.C.

CALGARY'S ONLY AUTHORIZED VOLKSWAGEN DEALER

2 LOCATIONS:

- 5707 Macleod Trail AL 5-1181
- 1211 Centre St. N. CR 7-0585



Royalite Gap Lake Servi Canmore Shell Mayfair Service	ice	
819 - 66 Ave. S.W.	AL	5-0666
South Trail Texaco	AT	E 4951
98 Ave. & Macleod Trail Springbank B.A. Service	AL	5-4251
R.R. No. 2, No. 1 Highway	y	
Stadium Esso		
16 Ave. & 22A St. N.W.	AV	9-6707
Stork Auto		
66 Ave. & Elbow Drive	25	52-2909
Triple S Service 5 Ave. & 4 St. W.	ΔM	6-5733
Westpoint Esso	TAIVI	0-0100
16 Ave. & 14 St. S.W.	CH	4-2030

SERVICE GARAGES

Globe Steering 1502 - 11 Ave. S.W.	CH 4-3532
Highfield Motors	
4420 - 6 St. S.E. Hutton's Ltd.	243-7676
131 - 11 Ave. S.W. Utigard Carburetor	AM 9-3725
235 - 2 Ave. S.W.	AM 6-5307

CAR WASHING SERVICE

112 - 4 Ave. S.W.	AM	2-3868
Kwik Kar Wash		0 1010
718 - 17th Ave. S.W. (See ad P. 54)	AM	3-4019



AUTOMOTIVE ACCESSORIES

Brennan Auto Supply		
638 - 17 Ave. S.W.	AM	6-2611
Firestone Stores		
5 Ave. & 4 St. S.W.	AM	3-2580
Motor Car Supply		
317 - 6 Ave. S.W.		2-4633
T. H. Peacock Distributor		10 1001
4124 - 9 St. S.E.	24	13-4291
Sproule Bearing Supply	CII	4-5541
809 - 17 Ave. S.W.	СП	4-0041

FRANCHISE AUTO DEALERS AND SERVICE

Calgary Motor Products		
Cadillac, Buick, Pontiac,		
Vauxhall		
4 Ave. & 2 St. S.W. (See ad P. 73)	AM (6-8841
(See ad P. 73)		
Cooke Motors Ltd		
Morris — MG — Jaguar		
4 Ave. & 9 St. S.W.	AM :	2-6024
Cooke Motors Ltd Morris — MG — Jaguar 4 Ave. & 9 St. S.W. Fowlie Motor Sales Oldsmobile — Chevrolet 1413 Centre St. N. Freeman Wilson Ltd		
Oldsmobile — Chevrolet	— M	onza
1413 Centre St. N.	CR	7-8592
Dodge — Chrysler — Si	mca	1001
511 Centre St. S.W. General Supplies Ltd. Oldsmobile — Chevrolet	AIVI	9-1901
Oldsmobile Charrolet	C	orwair
5 Avg & 1 St S W	AM	2.1101
Oldsmobile — Chevrolet 5 Ave. & 1 St. S.W. Harry Forester	AIVI .	2-1101
Studebaker — Packard		
17 Ave. & 1 St. S.W.	AM :	2-4443
Hammill Motors		
Ramblers 620 - 7 Ave. S.W. Jack Carter Motors Chevrolet — Oldsmobile 66 Ave. & Macleod Trail	AM	6-2715
Jack Carter Motors		
Chevrolet — Oldsmobile	— C	orvair
66 Ave. & Macleod Trail	24	3-3415
(See au r. 55)		
Kendall Motors		
Land Rover — Rolls-Roy	ce	0.0010
1415 - 1 St. S.W.	AM .	2-3019
Metro Motors Ford — Falcon — Thun	dorbi	Ь
5 Ave. & Centre St.	AM	3-4530
(See ad P. 51)	MINI .	0.4000
Rambler Motors		
Ramblers		
36 Ave. & Macleod Trail	CH :	3-2576
Shaw Motors		
All G.M.C. Trucks 4620 Blackfoot Trail	24	3-4201
Stampede Motors		
Pontiac — Buick — Aca	dian -	_
Vauxhall		
1449 - 17 Ave. S.W.	24	4-8921
(See ad P. 59)		
Universal Sales & Service Lincoln — Mercury — M.	e	
Comet Wercury — N.	leteor	
5 Ave. & 1 St. S.W.	ATA	6 5614
Volkswagen Sales & Serv	rice	0-3014
Volkswagen Sales & Sel	VICE	
5707 Macleod Trail	AT.	5-1181
(Car ad D 50)	111	1101

(See ad P. 52)

WILLSON STATIONERY



"Most Complete Office Equipment Service in Canada"

Souvenir Post Cards Cameras, Film and Accessories Greeting Cards for all Occasions



323 EIGHTH AVENUE S.W., CALGARY - 269-6911

TIRE SERVICES

Fisk Tire Service
718 - 7 Ave. S.W.

Harper's Tire Service
132 - 12 Ave. S.W.

OK Rubber Store
4115 Macleod Trail
(See ad P. 51)

AM 3-4700

AM 2-7878

CH 3-0382

GLASS & MIRRORS

Bennett Glass Company 228 - 7 Ave. S.E. AM 2-1778 Canadian Pittsburgh Industries 504 - 10 Ave. S.W. AM 3-0460

TRAILERS & SUPPLIES

Shasta Trailer Drome 2301 Centre St. N. (See ad P. 55)

CR-7-4255

OIL COMPANIES

Anglo American Exploration
Purity 99 Products
330 - 9 Ave. S.W. AM 9-1341
(See ad P. 52)
British American Oil
BA Products
7 Ave. & 5 St. S.W. AM 3-1210
Canadian Oil Companies
White Rose Products
631 - 7 Ave. S.W. AM 6-4661
(See Inside front cover)
Great West Distributors
1702 - 9 Ave. S.W. AM 2-2151

PROPANE DISTRIBUTORS

Canadian Propane Consolidated
73 Ave. & Macleod Trail AL 5-0121
Shasta Trailer Drome
2301 Centre St. N. CR 7-1088
(See ad P. 55)
Zenith Propane Ltd.
37 Ave. & 5 St. S.E. CH 3-5526

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CALGARY'S BIG . . . NEW . . . CHEVROLET DEALER

- OFFERING YOU: -

SPARKLING NEW CHEVROLET OLDSMOBILE, CHEVY II, CORVAIR CARS

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CAR AND TRUCK LEASING

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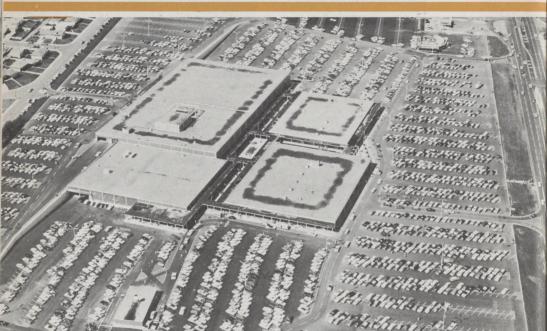
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Chinook Shopping Centre in South Calgary



Welcome Visitors

ENJOY YOUR VISIT IN A CLEAN CAR

WE OFFER YOU A COMPLETE SOFT WATER CAR WASH SERVICE

- * WAX BASE AUTO SHAMPOO
- * WAX SEAL POLISHING
- MOTOR STEAM CLEANING

KWIK KAR WASH LTD.

8 blocks West of 17th Ave. and 2nd St. E. Fair Grounds Entrance

718 - 17th Ave. S.W. - Phone AM 3-4019

SHASTA TRAVEL TRAILER DROME

- ☆ Compacts for small cars
- ☆ 16' Airflytes (sleeps 6)
- ☆ 16' Astro-domes (with overhead bedroom)
- ☆ 16' Self Contained (with bathroom)

- ☆ "SCS" world's only 16' Trailer with bathroom and shower (sleeps 6)
- ☆ 19' Astro Dome (sleeps 5-6-7 with overhead Bedroom)
- Super 23' Tandem for people retired or semi-retired

ALL ON DISPLAY AT

2301 - Center St. N.

Daily Till 9:00 p.m.

Saturday Till 6:00 p.m.



Complete Propane & Fuel Service for the Travel Trailerist

Ice — Rest Rooms — Gas — Oil — Repairs — Electric Brake Service Propane Gas — Towing Service for Car or Trailer Limited Overnight Accommodation While Repairs Being Made

Maps and City Information Always Available

24-HOUR MOBILE FUEL SERVICE

Robot Hitch Sales & Service Headquarters
NORCOLD REFRIGERATOR HEADQUARTERS

SHASTA TRAILER DROME

Division of Propane Engineering Service Ltd.

2301 - Centre Street North

CR 7-1088

CR 7-4255

CR 7-7811

Emergency Phone — CR 7-1088

ALL CREDIT CARDS ACCEPTED

Historic Sites

By HUGH A. DEMPSEY

Archivist, Glenbow Foundation

Calgary has played an important part in the colourful history of Alberta and a tribute to its past is made through various historic sites in the city. One of the most important events was the arrival of the North-West Mounted Police in 1875. They established Fort Calgary and were the founders of the original settlement. Their contribution is marked by a large stone near the original fort in east Calgary and a

cairn on the grounds of the public library. The cairn shown above can be seen at the northeast corner of 9 Ave. and 6 St. S.E.

Another cairn on the same library grounds pays tribute to R. B. Bennett, former Prime Minister of Canada. Mr. Bennett was a pioneer Calgary lawyer and had been active in politics in the old Territorial Government.





Tuhy Jun

Starlight Room (Licensed)

(Licensed)
Royal Dining Room
and
Coffee Shop

"House Specialties"

RED BRAND STEAKS

JUMBO SHRIMPS

FRIED CHICKEN

In Hotel Royal — on 2nd St. West — Between 7th and 8th Avenues
Calgary, Alberta



Partners in peace since Calgary was born

INTERESTING BOOKS about Alberta and the Rockies . . . maps for travel and fishing.

TOYS - Finest Assortment of toys in Western Canada - entire second floor - Dinky toys (cheaper in Canada), Nancy Ann Storybook dolls . . . more.

SMART WESTERN stationery, delightful maps, copper-finished western souvenirs, etc.

F. E. OSBORNE LTD.

Alberta's largest school supply house for more than half a century.

112 - 8th Avenue S.W., Calgary Phones: AM 2-2585, AM 6-6772

On the grounds of beautiful St. George's Island stands a building which is reputed to be the first house in Calgary. It was built of drift logs by a pioneer surveyor in 1883. This stands as a memorial to the great pioneers of the past.

Calgary is also dotted with points of historical interest such as Shaganappi point, the Eagle ridge sub-division which was near the home of Calgary's first settler, the Black-foot trail on Nose Creek, the Ed-monton trail, Fort Macleod trail, the pioneer building at the Stampede Grounds, and many others.

In the surrounding district there are such sites as the place of Rev. George McDougall's death during a buffalo hunt; the location of Morley mission, built in 1872; Our Lady of Peace mission, built in 1873; the first cheese factory built in Alberta; the first woollen mill and irrigation developments and a number of other important locations.

Some of these sites are marked by cairns while others are identi-fied by highway road signs.



The Men who Tamed the West: Royal Northwest Mounted Police.

Welcome to Calgary!

heating, air conditioning, process and industrial equipment

Working for Your Comfort in Supplying Air-Conditioning, Boilers, Pumps in Prominent Motor Hotels

- THE CROSSROADS
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CLEANING AND POLISHING
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Free Pick-up and Delivery — Open From 8 a.m. till 2 a.m. PONTIAC — BUICK — ACADIAN — VAUXHALL



Phone 244-8921

17 Ave. & 14 St. S.W.

Phone 244-8921

"A Quality General Motors Dealer"



In every direction from Calgary, you will find historic sites and legends of the early west. Prominent highway story-boards indicate the location, and tell the story. As you drive along, watch for these interesting sign boards. For a souvenir of the many fascinating sites and stories, ask for your copy of Historic Sites in Alberta. The book is available free at any Alberta Tourist Association or Calgary Tourist & Convention Association information bureau.

The story of the west, with the raw and savage fight for existence, never fails to excite and fascinate folks with an interest in history. Out of Calgary, you'll find many places where famous Indian battles took place, massacre sites, original trading post locations, and in many cases, actual structures still standing.

The coming of the R.C.M.P. brought peace and justice to the Canadian west, but did not eliminate the many stories of the hardy types who pioneered the country. At Stampede time, make it a point to visit Old Fort Calgary just inside the gates of the Stampede grounds. You'll find, in a special section set aside just for the pioneers, many who can still remember those days of hardship, days when a wagon trail led nowhere — only beyond.

of hardship, days when a wagon trail led nowhere — only beyond.
Alberta, and Calgary, have a colorful history. We invite you to stay a while and see some of it for

yourself.



"Indian Villages like this were common when the west was young"

Visitors to Canada are reminded that Canadian Postage Stamps must be used on all mail posted in Canada.

POSTAGE RATES

		Letters	Post Cards
Canada	Local Delivery	4¢ first ounce 2¢ each additional ounce	4¢ each
	Other Offices	5¢ first ounce 3¢ each additional ounce	4¢ each
other pla	tates, and all aces in North th America	5¢ first ounce 3¢ each additional ounce	4¢ each
	itain, the wealth, France in	5¢ first ounce 3¢ each additional ounce	4¢ each
Other Co	ountries	6¢ first ounce 4¢ each additional ounce	4¢ each

AIR MAIL Letters and Post Cards to UNITED STATES

7¢ for the first ounce; 5¢ for each additional ounce, or fraction of an ounce.

For rates of Postage on other classes of mail, please enquire at the Local Post Office. The Postmaster will be only too pleased to assist you.

CANADA POST OFFICE



Calgary has a full quota of beautiful outdoor-loving girls







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RESTAURANTS

Specializing in * G

GRANDPA BURGERS

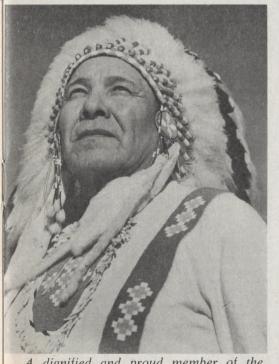
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* MAMA BURGERS

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Visit One of the Locations in Your Area:

- 7118 MACLEOD TRAIL
- 2120 KENSINGTON ROAD
 - 2510 CENTRE STREET NORTH



A dignified and proud member of the Blackfoot Nation



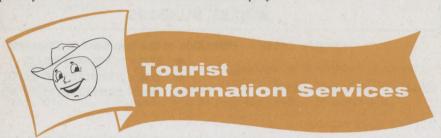
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FOR THE TALL GIRL

DOWNSTAIRS 239 - 8th AVE. S.W. AMhrst 3-8772

OPEN FRIDAYS TILL 9 P.M.



Hospitality Centre at the 5934 Locomotive display



CALGARY TOURIST & CONVENTION ASSOCIATION

An organization dedicated to the service of visitors. A non-profit association, financed by the City of Calgary, interested business firms and co-operative individuals, it operates all year round in your interests.

Free information centres operate at the following locations:

No. 1 Highway west — on highway to Banff
No. 2 Highway south — on highway to the U.S.

Crossroads — Just inside clover-leaf on 16 Ave. N.E.

Hospitality Centre, Mewata Park, 14 St. & 9 Ave. S.W., phone AM 9-1677.

Cheerful informative attendants will answer your questions, provide maps and literature, help in so many ways to make your trip a pleasure.

ALBERTA TOURIST ASSOCIATION

The A.T.A., with head office at 810 Centre St., Calgary, offers free service to any visitors. Phone AM 2-3202 or AM 6-2316. Travel literature, road information, and maps are yours for the asking, no charge. A unique teletype service

connecting 13 cities and park areas is available to anyone wishing reserved accomodation in advance of arrival at your destination during summer months. A small service fee insures the type of accommodation you want will be held for you, regardless of your arrival time, Look for the A.T.A. office in Fort Macleod, Banff, Jasper, Edmonton, Lethbridge, Waterton Lakes, Medicine Hat, Radium Hot Springs and St. Mary, Montana.

ALBERTA MOTOR ASSOCIATION

The Alberta Motor Association in Calgary maintains year-round service for members. Accurate, up-todate information is available at all times on road and weather conditions, and all other details on motor travel. Modern teletype connections to all points in the province provide members with fast service for accommodation, best routes, and other similar assistance. A wide range of maps and information brochures on all parts of Alberta always available.

Members are cordially invited to visit the spacious A.M.A. offices on the corner of 7 Avenue and 8 Street S.W. During the day, phone AM. 9-6131. For 24-hour emergency service, call AM 9-4391.

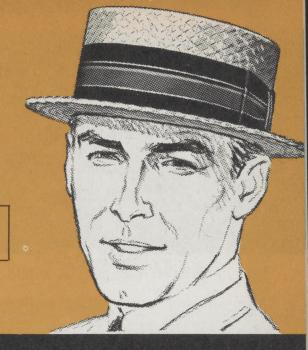
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IMPORTED WOOLENS



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HAT & SHIRT SHOP LTD.

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HOLIDAY HATS

TARTAN CAPS • STRAWS • FELTS

SPORT SHIRTS SLACKS - TIES MEN'S WEAR





WESTERN WEAR

SHIRTS • TIES • BELTS

ACCESSORIES

Calgary's famous White Hats are our specialty



WELCOME TO CALGARY ... AND THE BAY ...

THE BEST IN THE WEST ... BIGGEST MOUNTAINS, BLUEST SKIES, CLEANEST AIR, BREEZIEST CHINOOKS, TASTIEST STEAKS ... AND THE FINEST SHOPPING AT THE HUDSON'S BAY COMPANY!

Sending Merchandise Home to the U.S.A.

In order to take full advantage of the personal concessions granted by U.S. Customs to visitors returning home, we suggest that customers take care to follow these requirements:

- 1. Ask the clerk from whom you make the purchase to give you a "Record of Tourist Purchase," enclosed in a stamped and addressed envelope. Keep this until you clear Customs.
- 2. When clearing U.S. Customs on your return, make a declaration of your purchase exactly as shown on your "Record of Tourist Purchase." Articles that do not accompany U.S. citizens on their return are declared separately on U.S. Customs form 3351. You will be given form 3351 by U.S. Customs for each shipment to follow so that you may obtain release of the shipment free when it arrives at your home address.
- 3. Mail the copy of "Record of Tourist Purchase" and Customs form 3351 given you by Customs officials, in the envelope addressed to Hudson's Bay Company, Mail Shopping Department, in the town or city where your purchases were made. Without these forms your purchases will be liable to duty.
- 4. In case of shortage or breakage in the shipment, please contact your local express agency and ask for an inspector to check the contents and packing of parcel. Have the inspector make out an Inspection Report. Forward this report to the Hudson's Bay Company immediately, with a brief note explaining the circumstances and any details of the shortage or breakage.

Customs Information for U.S. Visitors

Residents of the United States, returning from a visit to Canada of 48 hours or more, may take with them (or ship home) merchandise for personal or household use to the value of \$100, duty and tax free. This exemption is allowed every 31 days. Members of a family household travelling together may combine their personal exemptions — thus a family of five could be entitled to a total exemption of \$500.

At the discretion of United States Customs officials, exemptions may be determined on a value comparable to the wholesale price. Thus it is possible that retail purchases in excess of the \$100 value may actually be permitted within the exemption limit.

For a stay in Canada less than 48 hours, a \$10 exemption may be allowed. This cannot be grouped — that is, a family of 4 members can claim only \$10 each but could not group their exemptions to purchase an item of \$40.

American currency will be accepted by the Hudson's Bay Company and will be convertible into the equivalent of Canadian dollars according to the current rates of exchange. At the Bay the exchange rates are not necessarily adjusted for the day to day fluctuations, but periodically according to the trend in the market rates.

Hudson's Bay Company.

INCORPORATED 2 Nº MAY 1670.

Nearly three centuries ago, on May 2nd, 1670, King Charles II of England granted the Royal Charter that began a Canadian tradition — the Hudson's Bay Company. Many pages of history have been written since the first fur trade posts were built on Hudson Bay. Today the Hudson's Bay Company still has fur trading posts — over 200 of them across the Dominion. But today, to most people, Hudson's Bay Company means convenient shopping in fine, modern department stores: 38 of them from Vancouver Island to Newfoundland under the Bay's own distinctive flag, as well as 10 Morgan's stores in eastern Canada. Look for these quality stores wherever you travel in Canada.

Three Modern Department Stores in Southern Alberta...



CALGARY, THE STAMPEDE CITY . . . crossroads for travellers in all directions. The Bay is located in the centre of the city, on First Street West between Seventh and Eighth Avenues . . . a complete 7-storey department store with bright cafeteria, well-stocked Supermarket, connecting Parkade and an excellent merchandise selection from all over the world.

BANFF THE BEAUTIFUL . . . in Banff National Park, playground of the West. The Bay store is on Banff Avenue, the main thoroughfare.

RED DEER, HEART OF THE PARKLANDS... midway between Calgary and Edmonton on the magnificent 4-lane highway. The new Bay store is at 49th Avenue and 49th Street.



Parking Close to All Stores.

In Banff and Red Deer, civic parking lots are near

In CALGARY, there's room for 1,000 cars in the huge Bay Parkade on 6th and 7th Avenues — connected to the Bay Store by the Skywalk.

Look for the Bay's Own Famous Labels ...



Buy Baycrest for the best value in the price range. Look for this label on hosiery, shoes, and men's apparel.



Hudson's Bay Company furs are renowned the world over for their lustrous beauty and guaranteed high standard of quality.



Hudson's Bay Point Blankets and blanket coats are a colourful tradition since early ploneer days.



Superb Shopping facilities abound in Calgary.

Shopping in Calgary

As the first major shopping centre north of Denver, Calgary provides all you can ask in shopping variety. You'll find competitive prices, stocks large and varied, personnel friendly and attentive.

You're always welcome just as you are, because Calgary's warm western hospitality is proudly maintained in the shops and stores.

United States visitors who stay in Canada more than 48 hours may take home \$100.00 worth of merchandise for personal or household use (not for resale) every 31 days, duty free.

Merchandise which cannot be carried as personal luggage (chinaware, blankets, etc.) should be expressed by the merchant to its destination. All articles so purchased must be declared at the border.

PLEASE NOTE: ALL PURCHASES OUTLINED ABOVE CAN BE DE-CLARED AT WHOLESALE VALUE, NOT RETAIL PRICE PAID.

Listed below and on following pages for your convenience is a carefully prepared list of better stores, shops and specialty houses. We heartily recommend them to you for all your shopping.

FOR THE FINEST IN FOODS At Low Low Prices

Shop With Confidence



SHOP

SAFEWAY

Wide varieties of stock at competitive prices makes shopping a pleasure in Calgary

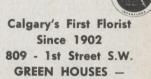
> ANTIQUE SHOPS Bashford's Corner 736 - 17 Ave. S.W. See P. 71) Sager's Maple Shop 33 Ave. & 24 St. S.W. AM 9-3560 249-0233 APPLIANCES & REPAIRS Tom Moody Co. 1104 Centre St. N. and 2310A - 4 St. S.W. CR 7-0701 ART GALLERIES Canadian Art Galleries 505 - 17 Ave. S.W. AM 6-2489 Gainsborough Galleries 611 - 8 Ave. S.W. AM 2-3359 (See P. 121) ART STUDIOS Lindstrom Studio, 231 - 8 Ave. S.W. BAKERIES City Bakery 906 - 1 Ave. N.E. AM 6-2279 National System of Baking 1604 - Centre St. N. 220 - 7 Ave. S.W. 724 - 17 Ave. S.W. CR 7-5522 Wooden Shoe Pastry Shop 817 - 49 Ave. S.W. CH 3-4554 General Bakeries 205 - 58 Ave. S.E. (See Ad P. 35)

BOATS & EQUIPMENT The Boat & Sport Shop 130 - 16 Ave. N.W. 277-3625 **BOOK STORES** Alberta Book & Bible House 201 - 16 Ave. N.E. Carmen Moore Books 806 - 1 St. S.W. 277-4123 263-2215 Sunrise Gospel Book Room 817 - 1 St. S.E. AM 2-9846 CANDY SHOPS Bridgeman's Chocolate Shop 1217 - 1 St. S.W. AM 6-6557 The Card & Candy Shop Calgary Shopping Centre 289-2465 Olivier's Candies AM 2-2945 1005A - 1 St. S.W. CHINA & GIFT SHOPS Harmer's Gift House 1440 - 17 Ave. S.W. 244-1135 Picadilly China & Gift Shop 117 - 8 Ave. S.W. (See P. 70) ÂM 2-7773 Reed's China & Gift Shop Calgary Shopping Centre AV 9-5757 CUSTOM GLASS WORKS Continental Glass Co. 520 - 35 Ave. N.E. CR 7-9068



AM 2-3812 Jerrill's 9th Ave. & 16th St. S.E. BR 3-1777

AL 5-7761



24-hour **Ordering Service**



The finest imported woollens, tastefully styled by Canada's foremost tailors

A visit to Don Forster's will add interest to your stay in Calgary

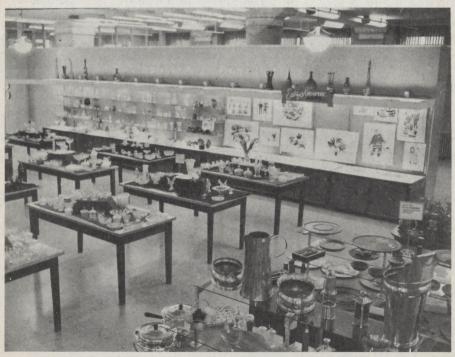
Fine clothing for men and young men, distinctive haberdashery,

Knox hats, Dack shoes

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335 - 7th Ave. S.W.





Unusual and distinctive gifts always available in Calgary



Dinnerware and Gifts for Gracious Living...

ROYAL DOULTON DINNERWARE, WEDGEWOOD, AYNSLEY, PARAGON, SPODE, ROYAL ALBERT.

COSTUME JEWELRY, CUT GLASS, COALPORT PIECES, ETC.

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117 - 8th AVE. S.W. — Phone 263-5424

Largest China Specialty Shop in Calgary

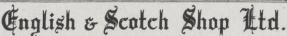
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Eaton's of Canada			Campbell Floral		
8 Ave. & 4 St. S.W.	AM	6-0234	321 - 7 Ave. S.W.	AM	3-8420
(See P. 3)			Floralia Designers		
Hudson's Bay			Royal Hotel Lobby	26	52-9821
8 Ave. & 1 St. S.W.	AM	2-0345	Terrills Florists		
(See P. 64-65)			809 - 1 St. S.W.	AM	2-3812
Simpsons-Sears			Whitburns Ltd.		
1616 - 14 Ave. N.W.	AV	9-7777	715 Rideau Road	CH	3-3446
(See Inside Cover)			FUR STORES		
Woodwards Ltd.			Swears & Wells (Canada)	
Chinook Shopping Centre	AL	5-6121			3-2850
(See P. 106-107)			Yaeger's Furs	11111	0 2000
DRUGS			706 - Centre St. S.	AM	2-4579
			FURNITURE & APPLIAN		
Douglass Drugs	CD	7 0717	House of Modern	CLS	
16 Ave. & Centre St. N.		7-2717		A TVT	3-6633
16 Ave. & 3 St. N.E.	CR	7-2755	Williams Bros. Ltd.	11111	5-0000
Cliff Irwin Rexall Drugs	A T.T	0 5501	117 - 10 Ave. S.W.	AM	9-1971
718 - 16 Ave. N.W.	AV	9-5561	Chinook Centre		5-0077
Kensington Drug	ATT	2 2011	HARDWARE STORES	1111	5.0011
2440 Kensington Road	AI	3-2911	Ashdowns Hardware		
Marshall Drugs	CII	2 6220	110 - 8 Ave. S.W.	ATAT	6-7391
5011 Macleod Trail	СП	3-6330	G. L. Chesney Hardware	AIVI	0-1991
Penley's Drug Stores Chinook Centre	AT	5-0858	102 - 16th Ave. N.W.	CD	7-7577
Sunalta Drugs	AL	5-0858	Harper's Hardware	Ch	1-1911
14 St. & 12 Ave. S.W.	CH	4-3333	134 - 12 Ave. S.W.	ATA	2-7429
Victoria Pharmacy	CH	4-0000	Manchester Hardware	TAIVI	2-1429
12 Ave. & 2 St. S.E.	ATA	6-3335	5518 - Macleod Trail	CH	3-1309
12 AVC. & 2 St. S.E.	HIVI	0.0000	3310 - Macieou Itali	CH	9-1909

"The World's Finest Woollens"





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CALGARY, ALBERTA

IMPORTED LADIES WE	AR	
Gordon's English & Scot	ch Sh	юр
708 - 3 St. S.W.	26	52-2934
(See P. 70) Ted McGregor's		
818 - 1 St. S.W.	AM	2-5327
(See P. 71)		2 0021
JEWELLERY STORES		
J. Vair Anderson	Jan Da	
230 - 8 Ave. S.W.	AM	6-3949
Henry Birks & Sons 314 - 8 Ave. S.W.	ΔM	2-9515
(See P. 75)	71111	2-0010
Jennings Jewellers		
814 - 1 St. S.W.	AM	6-6357
LADIES WEAR Parisian		
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Silk-O-Lina	AIVI	2-0101
119 - 8 Ave. S.W.	AM	2-7262
(See P. 123)		
Tall Girl Shop 239 - 8 Ave. S.W. (down	ctoire	1
(See P. 61)	AM	3-8772
MEAT MARKETS		
Bon Ton Market		
701 Centre St. S	AM	6-4571
MEN'S WEAR		
David L. Abel Clothiers 137 - 8 Ave. S.W.	ATA	2-9939
Tom Campbell Co.	AIVI	4-3303



735-17 Ave. S.M. - A.M. 9-3560

DECORATIVE ACCESSORIES, EXCLUSIVE GIFTS, FLOWERS
IMPORTED DIRECT FROM EUROPE AND THE BRITISH ISLES



AM 6-5410

263-2887

331 - 8 Ave. S.W.

Coachman Clothes

309 - 7 Ave. S.W.

IMPORTED BRITISH WOOLLENS

- Cashmere sweaters a vast selection — Braemar, Hogg of Hawick, Spagnoli . . . others.
- Burberry topcoats, Chester Barrie suits and coats, Liberty blouses and pure silk scarves, County Sports of London knit suits.
- Canadian hand-woven skirts Madawaska weavers.

DIRECT IMPORTERS

818 - First Street S.W.

Half Block North of Palliser Phone AM 2-5327



Even Window Shopping is fun in Calgary

Gordon Edie's Men's Wear 817 - 1 St. S.W. AM 2-75 Jack Forman's Hats	Photocrafts 710 - 3 St. S.W. AM 2-1011 (See P. 45)
327A - 7 Ave. S.W. AM 9-12 (See P. 63) Don Forster	20 Shipley Photo Service 1139 - 11 St. S.E. 273-3361 (See P. 33)
335 - 7 Ave. S.W. AM 2-18 (See P. 69)	PICTURE FRAMING
Gordon's English & Scotch Shop 708 - 3 St. S.W. 262-29	Mid West Picture Frame Co. 5512 Macleod Trail 252-2130
(See P. 70) A. E. Jaques & Sons	SHOE STORES
1312 - 9 Ave. S.E. BR 3-52 (See P. 49)	132 - 8 Ave. S.W. AM 2-3306
MacDowell's Men's Wear 26 Ave. & Portland St. BR 3-17.	Lilley & Skinner 20 330 - 8 Ave. S.W. AM 2-9626
Webb's Men's Shop 236 - 7 Ave. S.W. AM 2-27	SPORTING GOODS Big Chief Sporting Goods
MUSIC STORES	230 - 7 Ave. S.W. AM 2-3748
Glenn's Music Ltd. 224 - 7 Ave. S.W. AM 6-31	The Boat & Sport Shop 130 - 16 Ave. N.W. 277-3625
PHOTOGRAPHY	Doug's Cycle & Sharpening 2129 - 33 Ave. S.W. 242-5666
Eastman Photographic Materials 1102 - 5 St. S.W. AM 6-44	42 319 - 7 Ave. S.W. AM 3-8855
Mathieson Photo Service 611 Centre St. S AM 3-25	
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1211A - 1 St. S.W.	AM 2-3425
Keith Stationers	
630 - 5 Ave. S.W.	AM 3-0900
Lewis Stationery	
620 - 9 Ave. S.W.	AM 6-4676
F. E. Osborne	
112 - 8 Ave. S.W.	AM 2-2585
(See P. 58)	
Victor Comptometer	
516 - 16 Ave. N.W.	282-2839
Willson Stationery	
323 - 8 Ave. S.W.	AM 9-6911
(See P. 73)	
SUPERMARKETS	
1 0 P Ct 2000 75 1	1 m 11

A & P Stores, 6909 Macleod Trail Calgary Co-Operative Ass'n., Canada Safeway, 28 Stores in Calgary (See P. 67)

VARIETY STORES F. W. Woolworth

226 - 8 Ave. S.W. AM 6-1588 WESTERN STORES &

Cowtowner	
614 - 17 Ave. S.W.	266-3646
Matt Fisher Productions 142 - 9 Ave. S.W.	266-2415
Kenway's Western Store 1418 - 2 St. S. E.	AM 6-4270
(See P. 43) Riley & McCormick Ltd.	
334 - 7 Ave. S.W.	AM 2-1556

Smithbilt Hats 3 Ave. & 5 St. S.W. AM 2-4404 The Tack Shop 311 - 17 Ave. S.W. AM 3-3741

Western Outfitters 813 - 1 St. S.E. 266-3656

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YARDGOODS

Silk-O-Lina 119 - 8 Ave. S.W. (See P. 123) AM 2-7262 The Yardstick 129 - 8 Ave. S.W. 263-2788

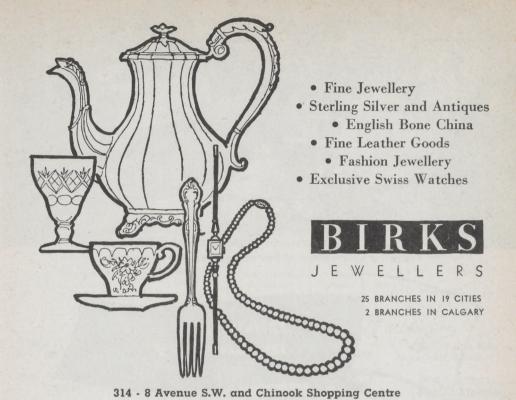
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There's a wide choice of fine dining facilities in Calgary



FA	MIL	Y	DI	NI	N	G

Barney's Fine Foods 3828 Macleod Trail CH 3-5292 (See P. 29 and 77) Beacon Hotel Restaurant 16 Ave. & Centre St. N. (See P. 123) CR 7-4124 Bennett's Restaurants 2 St. & 8 Ave. S.W. AM 3-2848 Brown's Continental Restaurant 1116A - 1 St. S.W. AM 6-1154 Caravan Restaurant 414 - 4 Ave. S.W. (See P. 9) AM 6-2555 Carolina Restaurant 619 - Centre St. S. AM 6-1277 (See P. 81) Chicken on the Way 1443 Kensington Road AT 3-4931 (See P. 7) Crossroads Restaurant 2120 - 16 Ave. N.E. CR 7-4548 Dinny's Cafe, Brooks, Alberta (See P. 113) Fernando's Restaurant 815 - 7 Ave. S.W. AM 3-8427 Flamingo Restaurant 111 - 8 Ave. S.W. 266-6866 Fort Chiniquay Restaurant 30 Mi. E. of Banff on Trans-Canada Highway G & K Husky House, Edmonton Trail

Guvnor's Grill 7 Ave. & 2 St. S.W. (Royalite Bldg.) AM 9-7890 (See P. 78) Happy Valley Dining Room Happy Valley (See P. 25) 288-5300 Harry's Cafe 5001 Macleod Trail CH 3-1480 (See P. 125) Highlander Hotel Restaurant 16 Ave. & 16 St. N.W. (See P. 18) AV 9-1961 Linda Mae's Lotus Gardens 221 Centre St. S. AM 3-5895 (See P. 23) Mr. Mike's 235 - 8 Ave. S.W. (See P. 79) 262-2528 Phil's Pancake House 2212 - 16 Ave. N.W. AV 9-0444 Prairie Inn 823 - 17 Ave. S.W. CH 4-2859 Pump Room 308 - 9 Ave. S.W. AM 2-1790. Royal Dining Room 708 - 2 St. S.W. AM 2-4326 (See P. 57) Smitty's Original Pancakes 6131 Macleod Trail AL 5-5808 Smitty's Pancake House 308 - 16 Ave. N.W. CR 7-5924 Wales Hotel Coffee Shop 709 - 2 St. S.W. AM 6-1031 (See P. 127)

Alberta

Gap Lake Restaurant, Canmore,





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Kentucky Fried Chicken (a complete meal) Big Family Size Bucket or Barrel

Hickory Smoked Barbecued Spareribs Deep Fried Jumbo Shrimp (a complete meal) Fish 'N' Chips or Italian Style Pizza

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3828 - Macleod Trail CH 3-6611 832A - 16 Ave. N.W. AV 9-8200

3717 - 17 Ave. S.W. CH 2-2393 Hotel Wales

709 - 2nd St. S.W. AM 3-3648 336 - 9 Ave. N.E. AM 3-1951

Banff Avenue Banff, Alberta



Gracious dining facilities for your eating pleasure.

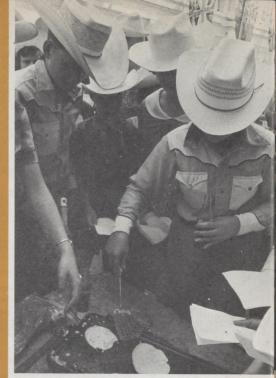
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PHONE AM 9-7890



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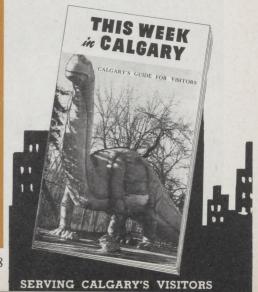


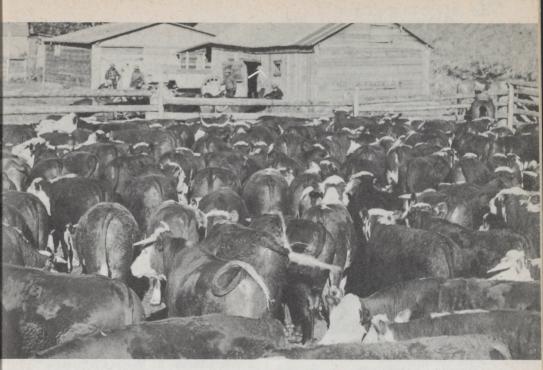
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— free to the guests of Calgary's leading
hotels or motels. Current information on
entertainment, restaurants, shops and services.

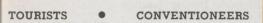
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CATERERS

Beavers Restaurants Ltd. 328 - 17 Ave. S.E. Calgary Caterers Ltd. 1538 - 17 Ave. S.W. AM 6-5182 CH 4-1176 (See P. 25) Drisdale's Industrial Caterers 5509 - 1A St. S.W. AL 5 AL 5-0303 DINING LOUNGES

(Wines & Cocktails Available with Meals) Amber Room, York Hotel 7 Ave. & Centre St. S. AM 2-5585 (See P. 18)

Black Angus Dining Lounge Highlander Hotel 16 Ave. & 16 St. N.W. (See P. 18) AV 9-1961 The Captain's Table
Trade Winds Motor Hotel
66 Ave. & Macleod Trail AL 2-2211
(See P. 10)

CR 7-4124

Caribbean Room, Beacon Hotel 16 Ave. & Centre St. N. CR 7-6 (See P. 123) Crossroads Motor Hotel

16 Ave. & 21 St. N.E. (See P. 19) CR 7-4548

Fernando's Restaurants Ltd. 815 - 7 Ave. S.W. AM 3-8427 Fireside Dining Lounge

Carolina Restaurant Chinook Shopping Centre AL 5-4757 (See P. 81)

Georgian Terrace Stampeder Hotel 3828 Macleod Trail (See P. 29 & 77)

Hy's Steak House 807 - 3 St. S.W. AM 6-1322

Hy's at the Airport McCall Field CR 7-4807

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FIRESIDE Dining LOUNGE LAMPLIGHTER LOUNGE

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4 Ave. & 4 St. S.W. AM 6-25
(See P. 9)
Pump Room, Petroleum Building
308 - 9 Ave. S.W. AM 2-1 AM 6-2555 AM 2-1790 Rimrock Room, Palliser Hotel 9 Ave. & 1 St. S.W. AM 2-8621 (See P. 15) The River Room, Elbow Lodge Ltd. 1851 Park Road AM 9-6711 (See P. 14) Royal Dining Room, Royal Hotel 708 - 2 St. S.W. AM 2-43 AM 2-4326 (See P. 57) Shield Dining Lounge, Wales Hotel 709 - 2 St. S.W. AM 6-1031 (See P. 127)

TAKE OUT SERVICE

A & W Drive Inns 2120 Kensington Road AT 3-0327 (See P. 61) 70 Ave. & Macleod Trail AL 5-5091 24 Ave. & Centre St. N. CR 7-1130 Barney's Chicken 3828 Macleod Trail CH 3-6611 (See P. 29 & 77) 1426 - 17 Ave. S.W. CH 4-2536 832 - 16 Ave. N.W. 336 - 9 Ave. N.E. 3719 - 17 Ave. S.W. AV 9-8200 AM 3-1951 CH 2-2393 Chicken-on-the-Way 1443 Kensington Road AT 3-4931 (See P. 7) 6511 Elbow Drive AL 5-5292 Jade Palace 302 Centre St. S. AM 2-9219 (See P. 17) Linda Mae's Lotus Gardens 221 Centre St. S. AM 3-5895 (See P. 23) Ming's Kitchen Ltd. 2829 - 14 St. S.W. 244-5581 Sunrise Drive-In Restaurant 1635 - 37 St. S.W. CH 9-1666 DRIVE-INS

A & W Drive Inns 2120 Kensington Road AT 3-0327 (See P. 61) 70 Ave. & Macleod Trail AL 5-5091 24 Ave. & Centre St. N. CR 7-1130 Sunrise Drive-In Restaurant 1635 - 37 St. S.W. CH 9-1666



One of the bright spots of North America — a city enjoying rapid growth based on oil and gas, expanding markets, and alert local leadership.

H. McKinley Conway, Jr., of Industrial Development, made the above statement after a recent study of the industrial situation in Calgary.

Zooming from a population of 100,000 at the end of World War II to nearly 300,000 today, with even pessimists estimating over 600,000 by 1980, Calgary is well above average in expansion in all ways.

Recognizing there would be tremendous growth, once the major oil discoveries of 1947 were announced, the city planned well for the future. This is particularly so in the industrial field.

Industrial areas were set up, railroad lines provided, ample water and natural gas services provided in sections of the city to allow industries of all types to easily establish in Calgary.

Today, driving thru planned areas such as Highfield you see the names that are familar in any part of North America. Firms with home bases in United States, England, Germany and other countries have established plants in Calgary.

In addition to assistance provided by Ken Ford, the Industrial Co-ordinator, industries find Calgary provides two other essentials for success. One, a stable labor force, and two, pleasant living conditions for employees.

The Provincial Institute of Technology and Art, a prominent Calgary educational centre, has a registration of over 7,000 a year, providing a continuous flow of skilled workers year after year.

As home office in Canada for nearly 400 firms directly connected with the petroleum industry, there is a natural integration of efforts with the industrial world.

Long a city with an economy based on ranching and agriculture, Calgary entered another phase with the discovery of oil. Today, Calgary is on the eve of still another phase — a great industrial revolution.

For anyone wanting complete details on the industrial picture in Calgary, we suggest you contact Mr. Ken Ford, Industrial Co-ordinator, City Hall Annex, Calgary, Alberta.



Oil refining was an early industry in Calgary

WELCOME

... centre of the rapidly growing Western Canadian Market!

WE HOPE YOU'LL ENJOY YOUR VISIT TO OUR CITY . . . TO THE CALGARY STAMPEDE . . . AND OUR SPARKLING MOUNTAIN RESORTS. BUT, TAKE TIME OUT . . . TAKE A LOOK AT CALGARY'S INDUSTRIAL POTENTIAL . . . AT THE MANY ATTRACTIVE SITES OFFERED THAT WOULD MAKE IDEAL BRANCH PLANT LOCATIONS FOR YOUR COMPANY.

HAPPY TIMES, HAPPY TRAVELLING TO YOU . . . FROM





Mountains of sulphur are produced yearly in the Calgary area



In the period framed by the years 1948 to 1962, Calgary has compiled some astonishing figures in con-struction. Evidence of the phenomenal development is shown in building permit totals. In 1948, building registered a comfortable but nominal \$14 million. Just ten years later, 1958, the total had soared over the \$100 million figure and has held in that area every year since.

Quickly, just a few of the completions in the 14 years are shown below.

★ 36,496 Single family dwellings

3,998 Two family dwellings

2,857 Business Buildings * *

962 Apartment Blocks

324 Schools and Churches *

Naturally, such statistics are general and fail to show many of the surprising construction developments.

Downtown business construction. concealed in the figure, 2,857 business buildings, accounted for many fine edifices. A new post office building, dozens of new office structures, numerous multi-car parking ramps actually provide far more of the actual results to the economy of the city than bare statistics indi-

Over 36 thousand private homes in 14 years is a fair record in itself, but the total value of that number of houses is astronomical. Many of the new homes are individually dearchitecturally signed, planned, and supervised.

There are many project areas, of course, in the total. These are well-planned, complete areas. For example, the new district of Haysboro has 1,630 homes, 5 schools, 5 churches, 2 shopping centres, 5 service stations, and 3 apartment block sections to make it a fully self-contained area.

The most significant feature of the construction field in Calgary has been the new business and office buildings. Just completed is the new Elveden Building, a 20-storey, air-conditioned office building. Imperial Oil has completed a 17 million dollar extension to the Calgary refinery. Firestone Tire and Rubber Company has just opened a new 7 million dollar factory. A 20 million dollar sulphur process plant and a 5 million dollar chemical plant addition are only some of the many construction jobs that has given Calgary the lead among Canadian cities in this field.

Two prominent house building firms in Calgary have reversed the usual trend, having branched out into home construction in the United States. A new shopping centre, the largest in Western Canada, was completed four years ago. A similar centre completed two years ago is being enlarged at a cost of \$6 mil-

Calgary has been a front runner in the construction field for several years. The present situation shows every indication that the leadership in construction will stay with the friendly foothills city.

CONCRETE SUPPLIERS

Consolidated Concrete 5440 - 1 St. S.W. AL 2-1121 Inland Cement Co. 1147 - 17 Ave. S.W. CH 4-2244

CONSULTING ENGINEERS

Haddin Davis & Brown 1134 - 8 Ave. S.W. AM 9-4901

DESIGNERS

Rolston - Levitt Designers 818 - 16 Ave. N.W. AV 9-0121

GENERAL CONTRACTORS

Sam Hashman & Co. 1145 - 17 Ave. S.W. 244-5571 Standard Gravel & Surfacing 5340 - 1 St. S.W. 5-1131 AL Williams Bros. (Canada) Ltd. 640 - 7 Ave. S.W. AM 6-8601

HOUSE BUILDERS & DEVELOPERS

Carma Developers		
126 - 16 Ave. N.E.	CR	7-8521
Dania Construction		
219 - 38 Ave. N.E.	CR	7-5625
Keith Construction		
9739 Macleod Trail	AL	5-4401
Ostberg Construction	~~	
1605 - Centre St. N.	CR	7-4493
Art Sullivan Co.	475	0 0000
1202 - 1 St. S.W.	AM	3-2290

CONSTRUCTION IN CALGARY

INSURANCE ADJUSTERS		POWER & FUEL	
All - Line Adjusters		Calgary Power Co.	
714 - 1 St. S.E. AM	2-2996	140 - 1 Ave. S.W.	AM 6-4631
Crosland Peacock Calgary		Canadian Western Natur	al Gas Co.
811 - 8 Ave. S.W. AM	3-3140	6 Ave. & 1 St. S.W.	AM 6-7111
LUMBER SUPPLIES & CABIN	ETS	REAL ESTATE & INSURA	NCE
Beaver Lumber			
10 Ave. & 11 St. S.W. CH	4-2166	E. D. Adams	AM 6-6422
Kelwood Industries		2315 - 4 St. S.W. Boake & MacDonald Age	
330 - 30 11 (52-2256	530 - 16 Ave. N.E.	CR 7-2288
Davidson Enman Lumber	13-2566	Burns & McRae Realty	
42 Ave. & 4 St. S.E. 24 Gunther's Building Supplies	13-2300	1005 - 8 Ave. S.W.	AM 3-0490
2102 - 10 Ave. S.W. CH	4-0726	Calgary Real Estate Boar	rd
Home Lumber		622 - 5 Ave. S.W.	AM 3-0530
Riverside Blvd. & 6 St. N.E.		(See P. 85)	
	6-1407	C. J. Campbell 603 - Centre St. S.	AM 9-4331
Manning Egleston Lumber	62-6141	Daryl Campbell Realty	1111 0 1001
920 - 9 Ave. S.W. 20 Mel's Lumber & Building Su		3011 - 26 Ave. S.W.	CH 9-8916
3515 - Edmonton Trail CR	7-8566	Clair J. Cote Realty	
Revelstoke Sawmills		628 - 12 Ave. S.W.	AM 9-6186
418 - 3 Ave. S.E. AM	6-2975	A. J. Dixon Real Estate	OTT 2 7220
Robert's Wood Products	72 2050	4822 Macleod Trail	CH 3-7330
	73-3258	Donovan Realty 202 Alberta Stockyards E	ildg.
Youngstown Kitchens 2313 - 4 St. S.W. 2	52-3686	202 Alberta Stocky aras 2	273-3381
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MECHANICAL EQUIPMENT		229 - 8 Ave. S.W.	AM 9-7961
H. F. Clarke Ltd		Houston Agencies	289-4441
5220 - 1A St. S.E. AL	5-0186	1026 - 16 Ave. N.W.	
MOVING & TRUCKING		Hughes Realty Managen 1409A - 11 St. S.W.	CH 4-6613
Eamor's Cattle Liners Ltd.		Knowlton Realty	
Alberta Stockvards Bldg. BF	2-3-1705	Bentall Bldg.	263-6290
MacCoshams Van Lines		Kurt's Realty	0.10.1000
215 - 10 Ave. S.W. AM	6-8881	17 Ave. & 35 St. S.W.	242-4838
Richardson's Transport	72-1161	P. Lawson Agencies	AM 3-0160
404 - 24 St. N.E. H. M. Trimble & Sons	12-1101	121 - 7 Ave. S.W. Lyle Bros. Ltd.	ANI 5-0100
1510 - 40 Ave. S.E. BR	3-5621	627 - 6 Ave. S.W.	AM 3-4033
O'Shea's Transportation		Montreal Trust Co.	
424 - 51 Ave. S.E.	252-3356	8 Ave. & 3 St. S.W.	AM 9-3191
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		627 - 8 Ave. S.W.	263-5470
Beale Decorating 116 - 16 Ave. N.W. CF	7-1231	Richfield Realty 531A - 8 Ave. S.W.	AM 3-5500
Taylor Decorating		Royal Management	
1304 - 4 St. S.W. AN	I 2-7610	505 - 8 Ave. S.W.	AM 3-2818
PAVING CONTRACTORS		Shaw & Begg 535 - 5 Ave. S.W.	AM 9-7721
Pioneer Paving Co.		Toole Peet & Co.	AIVI 3-1121
800 - 46 Ave. S.E. CI	H 3-2250	809 - 2 St. S.W.	AM 6-1041
		Van Helden Agencies	
PIPE & STEEL SUPPLY		518 Lougheed Bldg.	AM 3-0585
Hector's Limited	2 3-4981		
2020 - 17 Ave. S.E. BI	1 9-4301	REPRODUCTIONS & DF	
PLUMBING & HEATING		Calgary Drafting & Blu	eprint
Cronkhite Companies	F 0 0=0 .	615 - 8 Ave. S.W.	AM 9-4361
	1 3-0794	Riley's Reproductions 631 - 8 Ave. S.W.	AM 6-6051
Fred Deeves & Sons 1314 - 17 Ave. S.W. CI	H 4-8951	051 - 6 Ave. 5.W.	AIII 0-0031
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318 - 10 St. N.W. A'	Г 3-1714		TIOT OILLIE
Western Supplies Ltd.	5 0161	Gienow Sash & Door 336 - 35 Ave. N.E.	276-1171
121 - 58 Ave. S.W. A	L 5-0161	330 - 33 Ave. 11.E.	210 1111

Hunting at Calgary

BIG GAME

The National Parks in Alberta are game preserves. As such, they provide excellent breeding grounds for a wide range of game animals. The natural overflow from these preserves assures abundant game animals in the areas open to hunters. The following big game animals can be found within easy driving distance from Calgary.

Antelope
Caribou (Woodland)
Bear (Black & Grizzly)
Deer (Mule)
Elk
Mountain Goat
Big Horn Sheep
Moose

Guides are required. For full information write to any of the following. As members of Alberta Outfitters Association, they will supply you with full details as to rates, seasons, etc.

Stan Burrel, Box 350, Sundre, Alberta, Phone R410.

Leonard Jeck, Jasper, Alberta. Glen Kilgour, Bearberry, Alberta, Phone R508. Calgary, the hub for every type of transportation, centres an area of fine game hunting. Details are also available at any time from the Calgary Tourist & Convention Association, Hospitality Centre, Mewata Park, Calgary.

WATERFOWL & UPLAND GAME BIRDS

On the flyway for millions of migratory waterfowl, the area around Calgary is a shooters' heaven. Several varieties of duck, and the famous Canada Goose offer ideal bird hunting in the fall season.

Prairie Chicken, Hungarian Partridge and Ring Neck Pheasants can be found in many sections of Alberta around Calgary. The crisp fall days, ideal shooting conditions and abundance of birds combine to give hunters working out of Calgary the best in this interesting sport.

Season, bag limit, license details and other information always available thru the Calgary Tourist and Convention Association, Hospitality Centre, Mewata Park, Calgary, Alberta.



The big ones are plentiful in Calgary area



A favorite fall pastime sport around Calgary

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The Calgary Herald
Tom Baines, Calgary Zoo
Trans Canada Airlines
Walter Petrigo
Western Airlines
Western Canada Greyhound Lines



Master farms that raise some of the finest wheat in the world are close to Calgary.



Agriculture in Calgary

Almost as early as ranching, agriculture has played a major role in Calgary. With the coming of the railroad, homesteaders poured into Calgary. The rich topsoil grew lush crops, soon made Calgary the centre of a huge agricultural area. Irrigation opened up thousands of acres of previously arid land, increased the many farm products coming into the city.

Naturally, such growth in the farming industry led to complimentary industries. Today three large flour mills and a huge malting plant operate within Calgary

city limits. There are elevators with a total capacity of more than 6 million bushels.

Wheat is the predominant grain produced in the area, and a large production of barley. The area is practically rust free, attributed to the cool nights and high altitude.

As the second largest grain inspection point in Canada, Calgary centres a crop district of 3 million acres. Many Master Farms are located in the Calgary crop area. Visitors are always welcome to drop in any time.

THE BEST ... ONLY THE BEST

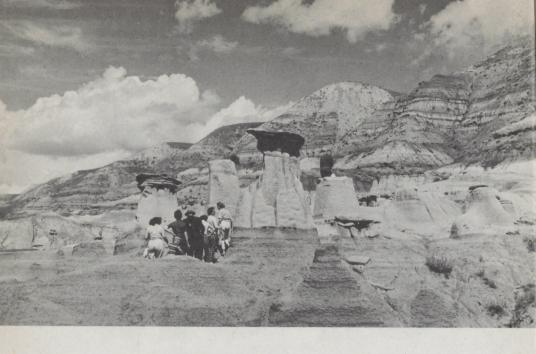
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Modern Large Scale Farming is a Common Sight in the Calgary Area.



The Dinosaur Trail

An unusual, and fascinating area awaits you at Drumheller. Between 60 and 140 million years ago, during the Cretaceous Period, the Drumheller area was the home of the dinosaurs. You can see the tremendous "Graveyard of the Dinosaurs" for yourself. Highway No. 1 to the east meets Highway No. 9 at Langdon Corner, and the broad, hard-topped road leads you right to Drumheller. It's only 88 miles from Calgary to Drumheller.

It was in 1884 that Joseph Burr Tyrell, a noted Canadian geologist, discovered the first dinosaur bones while examining coal beds in the region. In the years since, palaenotologists have found many odd bones, and several complete skeletons. A number of these are on display in museums throughout North America.

The search for these clues to the past goes on still in the awesome valley, where the unusual formations known as the "Hoodoos" are favourite photo subjects. Incidentally, the name dinosaur comes from Greek words "deinos", meaning terrible, and "sauros" for lizard. It is pronounced dine-o-sore.

Visitors to the area can find bits of bones, petrified wood and tropical fruits, crystalized shells and other interesting souvenirs. You get a brief glimpse of the thrill in store for you a few miles out of Drumheller as the highway skirts along Horseshoe Canyon. To drive through the badlands, drive right into the city. Good signs make it easy for you to locate the start of the Dinosaur Trail.

An unexpected and pleasant bonus of your trip through the valley is a visit at the "Biggest Little Church in the World". Just a few miles out of Drumheller, this unique structure invites you to stop and meditate a while. A recording system allows you to listen to a short prayer or hymn of your own faith while you sit in the miniature pews. Designed to seat 10,000 people (six at a time) the little church is a favourite with thousands of visitors every year.

Back in friendly Drumheller, make a visit to the museum a finale to your trip. Many interesting exhibits, ranging from tinv petrified seeds of prehistoric plants to giant snails, and from petrified wood to ancient turtle shells, all help to give you a first hand look at the world of many million years ago.

The city of Drumheller provides complete modern facilities for your stay of a few hours or a few days. Plan now to travel the "Dinosaur Trail".



When you have banking to do, our nearest branch will gladly help you. Come in and meet our personnel.

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Currently, Canadian money is pegged at 92½ cents to the U.S. dollar. This gives American citizens a decided premium on their vacation spending. As not all places of business observe the full exchange rate, we urge you to visit the nearest branch of the banks listed below. You will receive the entire exchange rate with prompt and courteous attention at all times.

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For an experience you'll never forget, bring the family to the CANADIAN WAX GALLERY, next to the Cascade Hotel on Banff Avenue, Banff, Alberta. Open daily.



One of the hundreds of reasons why Calgary-Banff area is Canada's choice for the 1968 Olympic Winter Games

Banff National Park

So much has been written and told about the Banff area, it becomes difficult to describe it without sounding hackneyed.

The towering, majestic mountians, wearing their snow shawls even in the warm summer, would be enough for most people alone. Yet, added to the grandeur of the peaks in Banff National Park is a host of attractions equally as interesting.

Only 77 paved miles west of Calgary, Banff Park is a wild game preserve. As such, it is common to see Rocky Mountain Sheep, moose, bear, deer, beavers, elk and many other animals within easy camera range.

Hot pools become swimming pools, clear brooks become accessories to flowers and shrubs in the colorful park areas, stately trees lend color and shade to picnic and camp grounds in Banff.

There's riding along quiet bridle paths, boating on smooth, serene rivers and lakes, fishing in the fast running mountain rivers, mountain climbing, hiking, tennis, golf, and all the activities you will enjoy.

Ample accommodation of every type and price range, good food and shopping, car service, are all available to add to the pleasure of your stay. The greatest thrill of all is to ride to the top of the mountain for a vast panoramic view of the entire area.

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Banff, Alberta

Banff, beautiful in the summer, adds another dimension during the winter. Deep, fluffy snow gives a fairyland touch to mountain top and quiet meadow alike. Superb ski facilities and terrain are so exceptional Banff has been proposed as a Winter Olympic site.

Spring, too, is a fascinating time in Banff. Grass and leaves spring out in glistening green, streams and waterfalls shake off the icy hibernation to come sparkingly alive, youngsters of a wide variety of animals make their wobblylegged appearance. Spring has a special meaning all its own at Banff, and it's yours to enjoy.

Fall, with its parade of color and falling leaves, is a quiet, back-tonature period in Banff. You can enjoy watching, in every glen and glade, as animals and vegetation prepare for the long winter ahead.

No matter what time of year, you and your camera can enjoy and keep the pleasures of magnificent Banff.



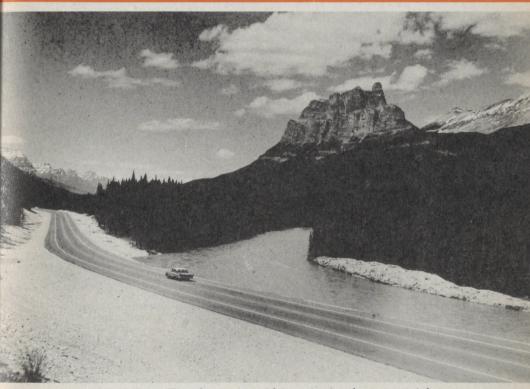


Ski jumps on Mt. Norquay — Canada's choice for the 1968 Olympic Winter Games

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lake Louise in the summer sun

Lake Louise

The scope and splendor that is Lake Louise can provide you with your own wonderland. Memories of this enchanting place linger with you long after your visit.

The brilliance of Iceland poppies blooming by the jade waters of Lake Louise.

The tug of a well-cast fly as it touches white water.

The ripple of a canoe paddle on the serene lake waters.

The thrill-a-foot ride to the clouds on the sedan lift.

Forests of silence that are perfect sanctuary to wildlife of all kinds.

Alpine meadows that are gardens of bright and fragrant flowers.

Come with your camera, sketch book, palette or your mind's eye open to all things lovely, for at Lake Louise every turn of the road is an artist's viewpoint.

At Lake Louise, there's more to see than do. But the sheer pleasure of seeing is enough. You need no guide book to direct you to the beauties; your personal discovery of them is an adventure in itself.

Lake Louise in her winter beauty





At Lake Louise Ride the World's Longest Sedan Lift

In winter or summer a ride on the comfortable Lake Louise Whitehorn Sedan Lift is an unforgettable journey for both young and old. This Lift provides dramatic views of the spectacular mountains in the Continental Divide from Mount Assiniboine in the South to Mount Balfour in the West, with the famous Lake Louise group of mountains in the center.

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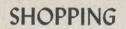
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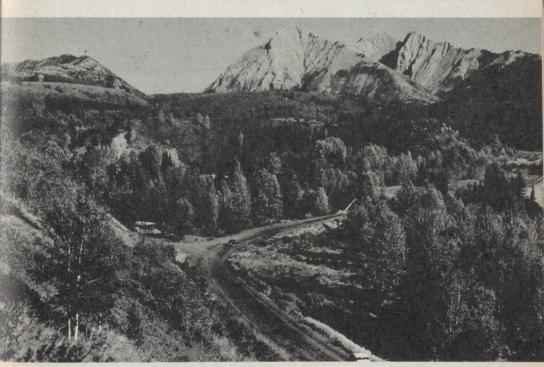
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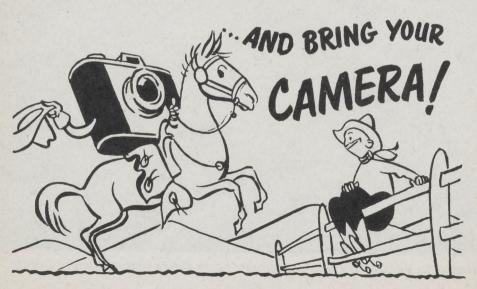
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- Scores of authentic historic items, unusual wood carvings, Alberta made handicrafts on display and for sale

This is a fascinating, entertaining as well as educational show - recommended for young and old.

See such exciting scenes as "Fort Calgary", "The Frog Lake Massacre", "The Indian Ritual Sun Dance", "The Primitive Indian", "The Caribou Trail", "Custer's Last Stand" etc., etc., every scene is lifelike and historically correct so come and learn as you enjoy this amazing display.

This Show is a 'Must' for Children

See the special surprise corner "A Life Size Sleeping Beauty Tableau" Is She Real or Wax?

Bring the family to guess the answer to this fascinating tableau

"She's a Living Doll - or - is she?"

So don't miss seeing this Museum that's so new and different

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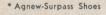
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Travelling South

As you head south from Calgary, you are entering an area with a rich, full history, a wealth of fascinating places and objects to see, people who enjoy having you stop to enjoy their country. We suggest you drive leisurely, accept our suggestion to see at first hand the true beauty of southern Alberta. Here's a few of the many exciting stops you can make.

The Big Ditch — Just at the outskirts of Calgary, a point-of interest display board gives you a brief outline on the modest beginning of what was to become the world's greatest irrigation system.

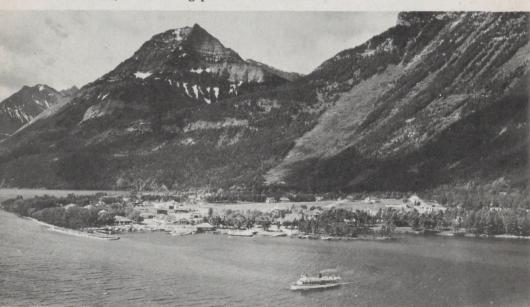
Avenue of Trees — Just at the south limits of Midnapore, another history board tells of the work of Pat Burns. One of the west's best loved and most colorful pioneers, the orderly rows of stately poplar trees that border your highway were planted by Pat Burns — a man who planned for the future in a tangible, attractive manner.

High River — Here's a pleasant town with a proud background in the history of Alberta. A town whose people still observe the warm, friendly traditions of the old west. The centre of many huge ranches and fine farms, High River is also the lead off point to the famous Duke of Windsor ranch. Camp and picnic facilities, a swimming pool and

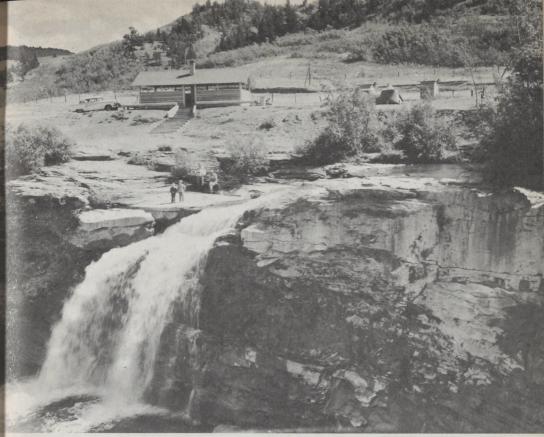
willingly helpful citizens make a stop here a memorable part of your trip.

Nanton — A stop at the Tap is a must! And that's only a part of the pleasure in making Nanton a stop-over on your trip. The Tap offers you a drink of cold, clear spring water, and the warm hearted town folk take it from there. They'll show you the many interesting exhibits they have here and there in the business places, give you careful advice on seeing the wonderland to the west, invite you to enjoy their pleasant camp and picnic areas.

Driftwillow Ranch — About 73 miles from Calgary, you'll notice three grain elevators, sentinels of Pultenay. A sign on your right reads "Driftwillow Ranch, 4 miles". Turn west on a good gravel road to Driftwillow, the home on a ranch. Many intriguing items in the Oxbow Room, and in the immediate area. The ranch is located right on the original Macleod Trail, only a few minutes from historic "The Leavings." This original Mounted Police Post, Indian Village and stoppingoff place for stages and oxen freight trains is only ruins today, but gives you an on-the-spot look at Alberta history. And incidentally, you just haven't known good food until you enjoy one of the Driftwillow Ranch meals.



The serenity of Waterton Lakes is enjoyed by thousands every year.



Free campgrounds like this at Lundbreck Falls abound in southern Alberta.

Claresholm — Another delightful town whose people are true westerners. The jeans and western wear you see is not atmosphere — Claresholm is one of Canada's major ranching centres. Ask anyone — they'll be happy to tell you of the many fishing spots, working ranches and tremendous farms that make Claresholm the important centre it is.

Fort Macleod — Founded by the original Royal North West Mounted Police, Fort Macleod is history itself. Don't let the maze of bill-boards confuse you, or deter you from stopping over in one of the most historic spots in North America. Above all, visit the re-created Fort. Theres so much of the honest history of the continent on display at a very nominal charge, you'll never regret taking the time to see, touch, and hear of authentic relics of the west when it was only a frontier. Any interest you may have in history can be satisfied in the Fort at Fort Macleod. Camp grounds, excellent facilities also available at all times.

Cardston — The heart of Mormonism in Canada, Cardston proudly welcomes you to see the magnificent temple, the Church of Jesus Christ of Latter Day Saints. An architectural masterpiece, the Temple took eight years to complete. Of course, there's complete facilities in Cardston for food and lodging, campgrounds too.

Waterton Lakes — From Cardston, transfer from No. 2 Highway to No. 5, a good hard-topped highway, that will lead you to Waterton Lakes National Park. Only the International Boundary separates this park from Glacier National Park. Between them, they form the International Peace Park. Wild life abounds in Waterton Lakes Park, making it easy to get natural, long-to-be-remembered pictures. There's golf, hiking, tennis, swimming, boating, fishing, just about anything you like in a pleasant vacation. Excellent accommodation, camping and trailer parks, good shopping all available in Waterton Lakes.



vlvan Lake — Only 100 paved miles from Calgary

Travelling North

Highway No. 2, arrow straight to the north, leads you thru much of the very best farm lands in Canada. As the miles register on your speedometer, take special notice of the lush vegetation, sweeping fields, and carefully tended farm yards. You'll see sleek stock, too, grazing on broad acres of short-grass.

There's many a quaint town along the way. For a change, turn in to one of these happy little centres. You'll find, as always in Alberta, friendly folks who welcome you. They'll happily direct you to Master Farms in the area, farms so distinctive and successful they have been awarded the coveted Master Farmer Award made yearly by the Alberta Government.

To the west of your Highway No. 2 is a section of fishing and hunting so tremendous the only suitable adjective is fabulous. Wild, tumbling rivers are home to many varieties of fighting trout, heavily forested areas are home to fine game animals. And camping in those quiet, peaceful areas is an experience in itself.

Red Deer is the first major centre you find north of Calgary, a city of 16,000 people always ready to make you feel right at home.

Those same friendly Red Deer people will show you how to reach the serenity of Sylvan Lake, only a few paved miles to the west. Or historic Rocky Mountain House, where David Thompson established pioneer trails so many years ago. Or the quiet, campers haven that is scenic Pine Lake. Or big, broad Gull Lake, where you can enjoy a quiet siesta or unlimber that boat and outboard.

At Red Deer, you have so many choices, it's a problem to know where to go and what to do first. Whatever you do, bet you enjoy it!



This is not a "gusher", which means a well that is out of control. Today a gusher is a rare accident, for petroleum is much too valuable to waste. This photograph shows a well soon after its birth, when oil coming up the hole is mixed with

mud, water and chemicals used in drilling. As the well "clears its throat" the mixture, contaminated and useless, is burned for a few minutes before the well begins to produce clean oil.



Travelling East

Steveville Badlands

As you leave Calgary, and head East on the Trans-Canada Highway (No. 1), you have many interesting miles ahead of you.

Gleichen, for example, is an average small town on the surface, but it teems with history. The town name came from Count Gleichen, a prominent German industrialist who was a major bondholder in early Canadian Pacific Railway development. Near Gleichen, the great Chief Crowfoot, of the Blackfoot Indians, is buried. Here, too, Chief Crowfoot signed the peace treaty with the whites to terminate hostilities for all times. Even in the infamous Riel Rebellion of 1885, Crowfoot remained loyal to his agreement.

Not too far from Gleichen, the settlement of Crowfoot has been named for this chieftain who did so much to bring peace to the west.

Notice, as you drive, the numerous irrigation ditches that form part of the world's greatest irrigation system. A land, too, almost desert before irrigation came, that now grows fine crops year after year.

At Bassano, you are in one of Canada's best upland game bird areas. The big irrigation dam at Bassano pours precious water out to a tremendous acreage.

Brooks is truly Canada's pheasant headquarters. Huge pens form a pheasant hatchery, turning out thousands of game birds yearly.

North and East of Brooks, on a well-gravelled and equally well-marked highway, you will find the awesome 22,000 acres that make up Steveville Provincial Dinosaur Park. Badlands at their "baddest," as one visitor remarked, stretch out in front of you for endless miles. High view points let you get tremendous pictures. Warden Roy Fowler, one of Canada's leading amateur pale-ontologists, is always willing to give you a fascinating look into the world of millions of yesterdays.

There's a double treat to enjoy at the town of Brooks. Dinny's Cafe, right on the No. 1 highway at the entrance to the town, serves tasty, enjoyable food. Dinny's also features an intriguing little museum of the badlands area. Interesting exhibits of petrified dinosaur bones, trees and other animal life dating back 150 million years are yours to leisurely examine. Make a rest stop at Dinny's.

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UNUSUAL DINOSAUR BONE JEWELLRY — SOUVENIRS FOR SALE
Located next to DINNY'S Restaurant — Trans-Canada Hwy. Brooks

Just three miles beyond Brooks, on the right side of the Trans-Canada, you can get a glimpse of the aqueduct and siphon of the irrigation system. Used to first carry irrigation water over lowland, then underpass the railroad, this interesting structure is unique on the continent. Water carried through this alone, fed by Lake Newell Reservoir, serves over 58,000 thirsty acres.

You will note, after you pass the town of Tilley and the end of the irrigation system, the very obvious lack of vegetation that stretches endlessly on either side of the highway.

At Suffield, look far to your left and you can see the tremendous Suffield development of the Canadian Government. A classified post, extensive experimental work is carried on here in rigid secrecy.

Just approaching Medicine Hat, you pass through the manufacturing town of Redcliffe. Gigantic ovens turn out miles of bricks, ceramics, dinnerware and all the many potteries that perfect clay, found in the area, can produce.

Medicine Hat, the city that Rudyard Kipling said had "all hell for a basement," is an unusual place. There is so much natural gas, the city never turns off the street lights, because of cost of turning them off and on exceeds that of letting them burn. Huge greenhouses and market gardens thrive.

As you have probably assumed, the odd name, Medicine Hat, came from translations of a Blackfoot Indian name of the Place "Saamis", meaning headdress of medicine man. Today, wags affectionately call the city "Pharmaceutical Chapeau."

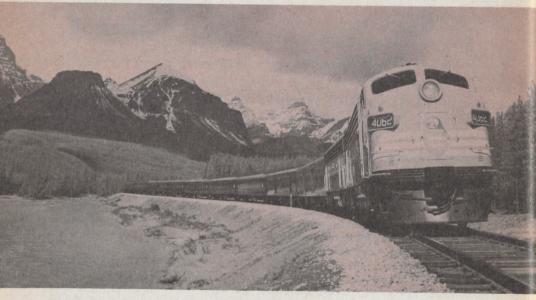
A pleasant, always friendly city, Medicine Hat will make you comfortable with good accommodation, foods and all the many services designed to make your stop-over a pleasant interlude.



Calgary, so centrally located, can provide main line connections for Airlines, railways, bus lines and highways. Within the city, transportation of every type. Calgary Transit System provides scheduled, low rate buses to every part of the city. Several nationally known U-

Drive stations are conveniently located, new cars always available. Modern taxi fleets whisk you promptly and safely where you want to go.

Listed below are details on any type of transportation, to any area in or out of the city.



Airlines

Canadian Pacific Airlines — Daily flights to Vancouver. Connections to main line flights. Ph. AM 2-4338.

Pacific Western Airlines—Weekday flights to Edmonton, offering connections to all northern points Phone 262-3317.

Transair — Weekday flights to Regina via Medicine Hat and Swift Current. Main line connections at each destination. Phone 276-2766.

Trans-Canada Airlines — Main line flights daily, excellent connections in all directions. Direct flights to all major Canadian cities, with connections to all foreign countries. Phone AM 9-1311.

Western Airlines — Daily flights direct to Los Angeles, Salt Lake City and many other major American centres. Phone CR 7-0176.

West Coast Airlines — Daily direct flights to Spokane, Seattle and Pacific Coast cities. Ph. CR 7-0755.

Charter Air Service — Six charter firms operating out of Calgary provide a wide range of charter services, ranging from helicopter operations to air ambulance service. Consult your nearest information centre for complete details.

Aircraft Maintenance — Modern facilities for those who fly their own always available in Calgary. All particulars available at the airport terminal of McCall Field.

Banff - Lake Louise - Jasper - Calgary
Red Deer - Edmonton Lethbridge - Waterton

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RAILWAYS Canadian National Railway

Daily service to Edmonton, for connection with C.N.R. mainline service. Phone AM. 6-5817 for schedules and other details required.

Canadian Pacific Railway—Main line service, as well as north and south lines to Edmonton, Lethbridge and Fort Macleod. Superb, modern trains daily to the east or thru the mountains to Vancouver. Phone AM. 6-9201 any time for schedules and rates.

BUS SERVICE

Greyhound Lines - Continental service daily in super bus equipment. Thru the Rockies, connections at border points to all parts of U.S., east thru all of Canada or north to Edmonton in comfortable, safe buses. Phone AM. 2-2131 for schedules, fares, etc.

Cardinal Coach Lines - Daily schedule connecting many rural

areas. Call AM. 6-3710.

Calgary Gray Line - Charter and sightseeing bus service. During summer months, regular tours thru the many colorful Calgary attractions. Charter bus service any time of the year. Phone AM. 6-3820 for all details.

CALGARY TRANSIT SYSTEM

Fast service to all parts of the city. Call AM. 2-3028 for schedules and routes.

TAXI CABS

Bell Cabs Royal Hotel Building AM 2-2222 AM 2-3000 Crescent Cabs 105 - 16 Ave. N.E. CR 7-4444 CR 7-2222 United Imperial Cabs 124 - 4 Ave. S.W. AM 6-6255 AM 2-2233

AUTOMOBILE RENTALS

Avis Rent-a-Car (see Ad Page 115) 240 - 6 Ave. S.W. AM 9-6166 CR 7-7376 Hertz Dominion U-Drive

113 - 7 Ave. S.E. (see Ad Page 117)

AM 3-8400

Tilden Rent-a-Car CR 7-0676 111 - 7 Ave. S.W. AM 3-6386 CR 7-5443



Calgary has an amazing variety of attractions to offer. Whatever your personal interest may be, odds are heavily in favor of you finding it in the colorful cow-town.

Don't take our word for it — see them for yourself and know why Calgary has long been a pleasant portion of every enjoyable vacation.

For complete enjoyment of the city, park your car and take a tour bus. Calgary Gray Line run five tours daily (full details in ad on opposite page).

Here's what to look for in Calgary -

CALGARY EXHIBITION & STAMPEDE GROUNDS — Victoria Park — 17 Ave. & 2 St. S.E.

Home of the "Greatest Outdoor Show on Earth", the grounds of Victoria Park always have something of interest even when the big show is over. The "Corral", one of Canada's foremost sports arenas features a gallery of pictures of sporting events back to the early days. This fine display lines the walls of the entire concourse circling the main arena area. The "Big Four" building is the world's largest curling rink and multi-purpose exhibit building. "Old Fort Calgary" takes you back to days when pioneers were making the west. Horse shows, bull sales, 4-H Club activities, sheep, cattle and swine shows, horse racing and numerous other events are staged regularly at Victoria Park. No charge except for special events.

READER ROCK GARDENS — 26 Avenue and 2 Street S.E.

Wandering in profusion over a wide area of hillside, this is a horticultural wonderland. Over 2,000 shrubs, trees, and plants from around the world, each carefully identified, can be found. Natives of Asia and Europe, South Pacific and Orient make the park a delight to anyone with an interest in horticulture. No charge, of course.

CALGARY STOCKYARDS — 21 Avenue at 12 Street S.E.

A focal point for livestock in the west. With daily auctions of the finest beef, a major shipping point to all areas, the sprawling yards are a fascinating spot to anyone with an interest in livestock. Nearly 100 million dollars a year in stock passes through the Calgary Stockyards.

BREWERY GARDENS AND HATCHERY — 9 Avenue at 15 Street S.E.

Acres of smooth lawns, shady walks and colorful shrubbery surround the largest trout hatchery on the continent. Meandering streams of clear spring water trickle through pool after pool, each containing fish of all sizes. A peaceful, relaxing spot visited by hundreds of thousands each year, who not only enjoy the spectacular surroundings, but the natural setting for trout of all varieties. Be sure to take your camera. Free every day of the week.

BREWERY AQUARIUM — 9 Avenue and 15 Street S.E.

Canada's only inland aquarium is located at the beautiful Brewery Gardens. A fascinating array of fish from around the world are displayed in typical surroundings in each glass-walled tank. One of the



All tours leave from Greyhound Terminal 7 Ave. & 1st St. S.W.



Children under 12 Half Fare.



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. . . six wonderful lectured tours

- 1. DELUXE TOUR...\$3.00...3 HOURS (approx.)
 Daily at 9:00 a.m. and 1:00 p.m. June 15 to
 Sept. 7
- 2. GENERAL DRIVE ... \$2.00 ... 2 HOURS (approx.)
 Daily at 10:00 a.m. and 2:00 p.m. June 15 to
 Sept. 7
- 3. AUDITORIUM TOUR . . . \$1.00 . . . 1 HOUR (approx.)
 Daily at 9:00 a.m. and 1:00 p.m. June 15 to
 Sept. 7
- 4. CAMERA TOUR . . . \$1.50 . . . 13/4 HOURS (approx.)
 Daily at 4:15 p.m. June 15 to Sept. 7
- 5. TWILIGHT TOUR ... \$2.50 ... 21/2 HOURS (approx.)
 Daily at 7:00 p.m. July 1 to Aug. 31
- 6. CALGARY-BANFF (one day combination tour) \$16.30 — 12 HOURS APPROXIMATELY Daily at 9:00 a.m. July 1 to Aug. 31

For further information or details on charter service call

CALGARY GRAY LINE LIMITED

TERMINAL AM 2-2131

OFFICE AM 6-3820



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INGLEWOOD BIRD SANCTUARY - 9 Avenue & River

A year-round haven for waterfowl. Warm springs that keep water temperature at 40 degrees or higher all year provide open water even in the coldest weather. Simply follow 9 Avenue East as far as the river, follow the signs to this interesting birdland.

CALGARY ZOO St. George's Island

Canada's largest, with over 1200 live exhibits. Educational yet easy to enjoy, the Zoo continues to grow every month. There are hundreds of most unusual exhibits. Recently received are a pair of camels, an adorable pair of baby gorillas, just to mention a couple. Visitors find so many fascinating exhibits it's hard to know where to start. The ant-eater, "Sir Antsalot"; the baby elephant "Gyro"; the talking myna bird "Jackie"; the three-eyed Tuatara, "Tri-eyes"; the penguin twins "Snow and Bank"; all the fun of a well-planned zoo is yours — no charge. Of particular interest is the kiddies section, where special

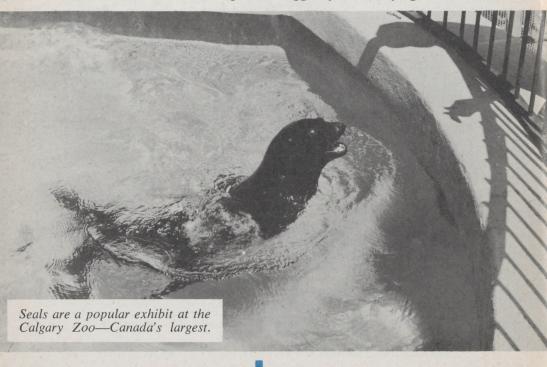
"Zooperintendents" are on hand to help youngsters meet animals their own age on a person-to-animal basis. Don't miss the zoo, and don't fail to take your camera and lots of film

CALGARY NATURAL HISTORY PARK St. George's Island

The history of time unfurls in dramatic fashion at the "Dinosaur Park". You enter under the wings of a faithful reproduction of a Pterandon, a creature that weighed only 67 pounds but had a wingspread of 27 feet. Every creature you've read and heard about is depicted, in real life size. "Dinny", the Brontosaurus, all 120 tons of him, joins with the diminutive Dawn Horse in creating a nevernever land for you and your camera. No charge, of course.

CALGARY INTERNATIONAL AIRPORT — McCALL FIELD Airport Road

The only Canadian terminal currently offering roomettes, cocktails, nightly entertainment and every modern facility. Be sure to see the striking mural in the main waiting lounge. Ample parking. Don't miss this on your tour, one of the most remarkable terminals on the continent, with facilities to handle the biggest jets now flying.





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CALGARY'S FRONTIER AND WAX MUSEUM - 706 - Centre St.S.

A fascinating, educational display depicting life in the early days of the West. Miniature dioramas, life size figures, historical artifacts, chamber of horrors plus many other unusual exhibits make this a "must" for young and old. Nominal admission charge.

CALGARY BREWERY "HORSEMAN HALL OF FAME"

9 Avenue & 15 Street S.E.

Never a museum quite like this one. The front cover of this Guide gives you a taste of what's in store. When fully completed, this life-sized, full-drama exhibit will let you see the men who made the west at first hand. Never in history has such painstaking detail gone into establishing such a vivid, accurate story of our country's pioneers. Don't visit this unless you have time enough to look and see and feel the story the Hall of Fame offers. As you find so often in friendly Calgary — no charge.

SPECIAL TOURS

Often, you may want to see just how an industry operates. Maybe you've wondered how a newspaper is printed, a passenger-car tire is made, a hotel kitchen handles hundreds of meals a day.

Many special tours can be arranged to suit your group. Please remember that a reasonable notice is needed, and that industry can cater to several, but not always to one or two.

Two, always-available tours are yours for the asking, anytime. Others, with nominal notice.

ALBERTA DISTILLERS LTD.—This modern plant, at 14 Street and 34 Avenue S.E., produces some of the fine Canadian liquors you have enjoyed over the years. See it made for yourself with regular tours every Friday at 2:00 p.m. No charge at any time. Group tours easily arranged for other times. For details, call BR 3-1545 or AM 9-1677.

CALGARY BREWING & MALTING CO. — One of Canada's pioneer breweries, yet modern as next year, Calgary Brewery offers guided tours Monday to Friday at 10:00 a.m., 11:00 a.m., 1:30, 2:30 and 3:30 p.m. Even for children, this is an educational, interesting-every-step tour that everyone will enjoy. Naturally, no charge.



PROVINCIAL INSTITUTE OF TECHNOLOGY AND ART — 16 Avenue and 9 Street N.W.

A cultural and technical centre, providing training in a wide range of skills and arts. The main building overlooks lovely Riley Park, with the many class rooms and shops spread around the campus. Visitors are always welcome at this training institute.

RILEY PARK — Between 9A and 12 Street N.W. at 5 Avenue N.W.

Originally a portion of the homestead of one of the early settlers, Thomas Riley, this park almost insists you relax and enjoy it. Broad lawns, huge shade trees, picnic areas, wading pools and attractive floral displays make this a true beauty spot. Cricket matches played here every Saturday. No charge.

BURNS MEMORIAL GARDENS -

Natural sandstone, taken from the home of one of Calgary's pioneer citizens, Senator Patrick Burns, has been used to create this unusual and beautiful rock garden. Sweeping across the slopes of the Technical School grounds from 9A Street over the hill, this memorial is a mass of color and beauty all summer. To see it, simply drive north on 9 Street N.W. Just past Riley Park, on your left as you drive up the hill, is Burns Memorial Gardens. Park your car and enjoy a stroll through the winding paths that lead you through these quaint gardens.

UNIVERSITY OF ALBERTA, CALGARY

26 Avenue & 26 Street N.W.

Canada's newest University. Already, several buildings up and operating give you an intimate glimpse of the future today. Destined to become one of the largest and most complete educational institutions on the continent, U.A.C. already offers you an opportunity to see a major university in the making. Cruise thru the many driveways in the campus and see for yourself.

VIEW POINTS

Few cities have a geographical location the equal of Calgary. Starting in a valley, and gradually growing up and over the surrounding hills, the city can supply some tremendous view points. A few are listed below for your interest.

Crescent Road View Point — Overlooking the entire downtown area, with ample parking, this is one of the finest views of any city. With many gracious homes behind the view point, Crescent Road provides a perfect spot for photography, or just pleasant viewing. Follow Centre Street North to 7 Avenue N.W., turn left, and the "White Hatter" tour signs will lead you to this wonderful view point.

Britannia Drive — In a distinctive district, this view point provides a sweeping view of Glenmore Dam, the Golf & Country Club, with a back drop of the Rockies. Follow Elbow Drive south to Britannia District, let the "White Hatter" tour signs lead you through the district to this distinctive view point.

Spruce Cliff View Point — Here is a truly breath-taking view. To your left, the Bow Valley with the river winding through, and the suburban towns of Montgomery and Bowness. Ahead, the sweep of homes and business areas; to the left, the downtown skyline. Drive west on 17 Avenue W. to 33 Street W. and follow the "White Hatter".

Broadcast House — The entire city is yours in the sweeping view from the picture windows. Visitors always welcome. Just follow 11 Avenue West to 53 Street.

Blackfoot Trail

Drive out the Blackfoot Trail until your reach the Firestone Tire Plant, pull over to the side of the road—and look close! Way over, to the west, the Rockies stand like a majestic picket-fence backdrop for the valley and the city. You have it all there in front of you in one unbelievable panorama. Just another of the unusual viewpoints of Calgary.



History is fascinating as shown in the natural history park



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Nice Range of English Woolens — Fabrics, Etc.

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Meet His Highness KING LOBSTER



Pick him out of his Private Sea and be royally entertained in the

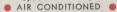
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Trout ponds in lush surroundings at the Brewery Gardens



Smilin' Jack — one of the favorite exhibits in the fabulous Brewery Aquarium.



McMAHON STADIUM -

Just completed, the new sports stadium is not only one of the largest in Canada, but features every modern innovation. Located on the North Hill, just off Highway 1A, McMahon Stadium is located to fit in with the campus of the new University of Alberta, Calgary, now under construction. See the many modern University buildings just north of the stadium.

CALGARY SHOPPING CENTRE — 16 Avenue, between 14 Street and 17 Street N.W.

Second largest in Canada, with dozens of stores and shops, parking for 3,000 cars, this is a complete one-stop shopping centre. Superb specialty shops, modern beauty shops, department stores, supermarkets and restaurants combine to make this worth a visit.

THE SOUTHERN ALBERTA JUBILEE AUDITORIUM 14 Avenue and 14 Street N.W.

A gift to the southern portion of the province by the Alberta Government, this magnificent auditorium is open daily for your pleasure. Guides are always available to give the details that make this one of the finest of its kind in North America. Completed at a cost of 4½ million dollars, the auditorium seats 2760 people in acoutically perfect surroundings. Located high on a hill with a panoramic view of Calgary, you will enjoy every minute of your visit to the Jubilee Auditorium. No charge.

BOWNESS PARK — Bowness

Just seven miles from the city limits, this is real family playground area. Canoeing, miniature golf, dancing, or just plain loafing are yours to choose. Picnic areas always available. Very small gate charge.

HAPPY VALLEY No. 1 Highway West

Here, in Canada's largest (460-acres) man-made recreation area, you can find the sort of pleasure your family likes. You have to see it to believe it. Golfing (pitch and putt, miniature and driving range), trout fishing (no catch—no cost), go-carts, barbecue areas, riding, swimming, trampolining — you name it. Full winter fun, too. A reasonable dollar per car gets you access to this fascinating fun area. Stop for your share of the pleasure available every day, all day.



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- TENDER JUICY STEAKS
- TAKE OUT ORDERS
- FREE DELIVERY

On No. 2 Highway entering the City

HARRY'S CAFE

5001 MACLEOD TRAIL CALGARY

BOMBER DISPLAY

One of the proudest, hardestworking aircraft in World War II was the then-immense Lancaster Bomber. Long since obsolete, the "Lancy" created a legend that refuses to die. A group of Calgary citizens, led by former air force members with fond memories of the Lancaster, purchased one of the few remaining. Today, it sits, impressive, historical and interesting, on the grounds at Calgary International Airport. Stop for a look at this grand old warrior — and have your camera with you for a real conversation-piece photo.





The Stampede Corral is one of Canada's most modern arenas. Hockey, horse shows, rallies and a wide variety of other activities make this a focal point for sports - minded visitors. Don't miss Lloyd Turner's huge picture display on the walls of the concourse.



HOSPITALITY CENTRE AND 5934 LOCOMOTIVE

The largest steam locomotive in the British Empire sits proudly on display in Mewata Park. A miniature railway station in conjunction is also a year-round information centre, open for your convenience and service.

Designed before the advent of the diesels, the Selkirk type locomotives were used to pull passenger and freight trains alike over the mountains. These mammoth units were declared obsolete with the coming of the diesels. One locomotive, 5934, has been preserved for all times at Mewata Park. Bring your camera and come prepared to enjoy a close-up of one of railroading's finest creations. Don't miss this exciting exhibit. Have your picture taken at the throttle of this railroading giant. No charge anytime.

ALLIED ARTS CENTRE — 9 Avenue at 8 Street S.W.

The cultural centre of Southern Alberta, the Allied Arts Centre is the home of every type of arts and crafts. Exhibits held regularly of many handicrafts and arts, with permanent displays of model trains, paintings and Indian art. No charge except for special events.

CHINOOK SHOPPING CENTRE — Macleod Trail at 66 Avenue S.W.

A 12½ million dollar centre. From department store to bowling alley, and from fine restaurants to unusual specialty shops, this just-opened centre features a delightful mall to make shopping a pleasure. Plenty of parking (3500 cars) makes this an easy and pleasant location for shopping enjoyment.

GLENMORE DAM 66 Avenue and 14 Street S.W.

Calgary's prime water source, Glenmore Dam is just coming into its own as a true beauty spot. Very soon, boating, fishing, picnicking and all the other outdoor pleasures will be available. Until then, the sheer beauty of a sunset over Glenmore is worth a visit to this pleasant location.



Fabulous Happy Valley — a \$2 million family playground

RESIDENTIAL AREAS

Calgary offers many distinctive residential areas. Sedate, lovely Mount Royal is one of the city's older districts. As such, massive trees, immaculate lawns and corner parks add to the distinctive architecture. Mayfair, one of the newer districts, offers striking homes in attractive surroundings. Many new, medium-priced districts provide an excellent opportunity to see project developments at their best. Thorncliffe, Meadow Lark Park, Glendale Meadows, Kingsland and many others will provide a pleasant drive.

CENTRAL PARK — South of 12 Avenue W. between 3 & 4 Street W.

A mass of colour, with shaded benches that invite relaxation, here is a park of peace and beauty. The Cenotaph, memorial to heroes of two Great Wars, faces 4th Street. Every inch of the park is a tribute to the fine work of the Calgary Parks Department. Stop over for a few minutes to enjoy peaceful strolls through this magnificent park. The main branch of the Calgary Public Library is located at the east end of Central Park.

DOWNTOWN CALGARY

The heart of Canada's Oil Capital, downtown Calgary offers the ultimate in modern centres. Massive department stores, fine restaurants and cocktail lounges, specialty stores of every kind. Shopping in Calgary is a pleasure, with every variety of goods to choose from, and priced by competition at fair value. Note the many modern office buildings that give Calgary such an impressive skyline.

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Shield Dining Lounge K Coffee Shop

FAMILY PLAN

200 Beautifully Furnished Rooms With Television and Radio

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SUMMARY

There's more — much more. We've only touched on the highlights, the obvious. For those who want to look closer, there's still a wealth of pleasure and interest. Drop in at Hospitality Centre, Mewata Park, for more of the exciting, only-in-Calgary points of interest here for your enjoyment. Should you be unable to drop in, simply telephone AM 9-1677 or AM 2-1425 and The White Hatters will be pleased to suggest something new and different.



One of the buildings now rising on the new 300 acre campus of the University of Alberta, Calgary

127



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LOCATION

15th St. and 9th Ave. S. E.

OPEN DAILY

No admission charge.

Regular hours 10 a.m. to 5 p.m. Monday through Friday. Sunday 12:30 p.m. to 6 p.m.

CALGARY BREWERY AQUARIUM - GARDENS AND HORSEMAN'S HALL OF FAME

One of the most beautiful spots in Calgary is at the Brewery Gardens. See the only inland aquarium featuring deep-sea specimens, native western fresh water fish, reptiles and seasonally, North America's largest trout fish hatchery. The Horseman's Hall of Fame contains life-like figures of historical characters and is a noteworthy sight. Both of these attractions are free to the public—and you can spend hours of time viewing the different specimens. The Gardens, with their stocked pools of Canadian Game Fish present an ideal spot to spend a quiet afternoon. The public is cordially invited to visit the Brewery Gardens at any time.

CALGARY BREWING & MALTING CO. LTD. EDMONTON

CALGARY



